The National CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

ORCHID SERVICE of Spic and Span organization even includes lending orchid-colored umbrellas to rain-embarrassed Milwaukeeans and giving real orchids to nurses, hospital patients and neighbors. See story beginning on page 38

How to control temperature of solvent.....Page 80
What makes different fuels burn—and how..Page 86
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JUNE, 1953

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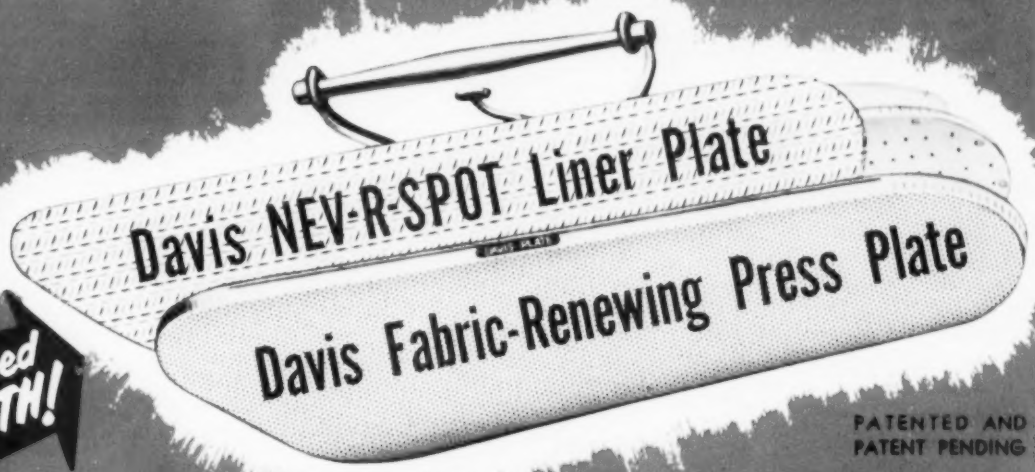

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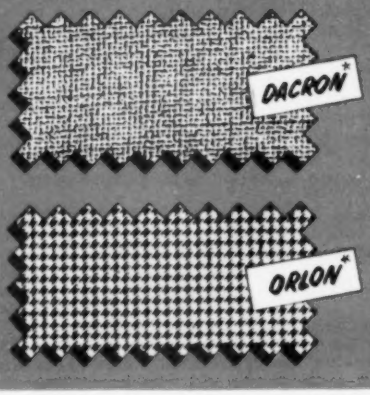

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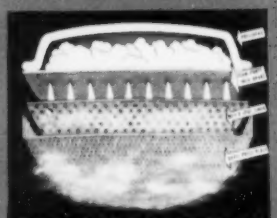

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Stopper!

From California (where else) comes news of perfumed advertising by a drycleaner. Dick Halferty of Holly Cleaners in Chula Vista is introducing a new service with the newspaper statement that his new method will make your clothing "as fresh as a Chula Vista garden rose."

With an automatic spray gun attached to the printing press the local newspaper sprayed each page bearing Halferty's advertising with perfume. The report didn't say if the odor was of Chula Vista roses.

Worm Turns

One of the penalties of prosperity is a night shift. The story comes to us of a drycleaner's cleaning room in the New York area being shut down by a dozen or more irate pajama-clad neighbors. The raiders were reported to have actually invaded the cleaning room and turned off the equipment.

While a bigger day shift may have to be resorted to, there is still the question of cracking plaster, breaking dishes and rattling windows to be investigated. Meanwhile snide competitors suggest a 10-foot moat.

Revised Standards

Busy revising standards in the spotting and wetcleaning departments for his clients, Max L. Hall, industrial engineer, comes up with some figures on the "impact of the charged systems." He states that one well-known large plant, which already had a good cost record, was able to reduce spotting costs 25 percent and wetcleaning costs 75 percent, when using a 3 percent charge plus extractor-rinse on silks and a one percent charge on other classifications (the project is still experimental).

As expected, when standards are on a basis of total pieces or pounds handled, the operator will "run away" with existing standards. On the other hand, Mr. Hall claims, if the standards are based only on pieces actually processed a lower standard frequently is necessary because the number of spots remaining represent the tougher ones. Without "sweet spots" to hold down the average time, spotters have trouble "making out" in some plants. A similar situation appears to be true in the wetcleaning departments.

Hi!

Ed Miller of Spic and Span, about which there is a word or two in this issue, has a friendly letter with which he introduces its Hand-Craft Care service to special customers. What got us was the salutation—just "Good Morning"! Then he went right into his message.

Isn't that just about the smartest way of eliminating the problem of addressing a customer whom you don't *really* know, and who knows you really don't know her? Isn't it friendlier and more cheerful than the usual "Dear Sir" or "Dear Mrs. Blank," without being too familiar?—W.R.P.

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ANSWERS

TO QUESTIONS ON DRY CLEANING

. . . THAT MAY SOLVE A PROBLEM FOR YOU

The questions on this page are typical of those asked by cleaners in their letters to the Du Pont Dry Cleaning Service. The answers are printed here for your information as a possible service to you in your operations.

For assistance on your specific problems, write directly to: Du Pont Dry Cleaning Service, Electrochemicals Dept., E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.

Q. Garments coming from synthetic units after extraction seem heavier now than they used to be. How can I check the work of my extractor?

A. 1. Find out from the machine manufacturer how much perchlorethylene should be left.

2. After normal extraction, weigh the load before putting it into the recovery tumbler. Then run the recovery operation for the recommended time and weigh the load accurately again. (Use a covered container for weighing the hot garments, to prevent evaporation.)

3. Put the load back into the recovery tumbler and run for 5 minutes on the deodorizing cycle. Remove the load and weigh it accurately.

The difference between the weight of the load after extraction and the weight after deodorizing tells you the amount of perchlorethylene left after extraction. Figure the percentage on the weight of the dry load.

The difference between the weight of the load before deodorizing and after deodorizing will tell you how much "Perclene" is not being recovered by the tumbler. (This figure may be surprising if the lint screens and condenser in the recovery tumbler are not kept clean and dry.) By this method you will check the efficiency of both your extractor and your recovery tumbler.

Q. Although I clean out the residue frequently, my still does not seem to distill as many gallons per hour as it should. What steps should I take to check its efficiency?

A. Disconnect the solvent line leaving the water separator and run the distilled perchlorethylene into an empty drum for an hour. Up end drum and measure depth of solvent through ¾" bung. You can figure 1⅔ gallons per inch of solvent.

If your results are below the capacity specified by the manufacturer, check these details:

1. Too much oil or soap residue in the still—will raise boiling point of the bath and reduce distillation rate.

2. A defective condensate trap on the steam heating coils—may cause the coils to fill with water. This will reduce the heat going into the bath and the distillation rate.

3. A high still level—may make it difficult for the steam coils to heat the bath properly, increasing the danger of a boil-over. Or a low level—may expose a portion of the coils, reducing heat input and rate of distillation.

4. A long vapor pipe from still to condenser—condensation may occur in it and the solvent may run back into the still. Insulate the pipe with glass wool or other flexible insulating material.

Q. Even after draining the sludge for 24 hours, there seems to be a lot of "Perclene" in my screen-type filter. How can I determine the amount remaining and recover it?

A. Spread 5 pounds of the cake on a piece of paper and allow the solvent to evaporate. When dry, the material should be gray and powdery, and almost without odor of perchlorethylene. Weigh this powder and subtract from the original weight. The difference will be the original "Perclene" content.

To determine the *total loss* of perchlorethylene, weigh the entire lot of filter sludge in any 30-gallon can. Divide this weight by 5 and multiply by the weight of solvent in the 5-lb. sample. This figure will be the amount of "Perclene" in the total sludge.

To recover the perchlorethylene:

1. If the filter can be backwashed to the still, "Perclene" can be recovered with normal distillation followed by steam sweeping.

2. You can remove perchlorethylene by draining, and forcing out the solvent with air pressure at the vent (about 15 lbs.) after screens have been scraped to the sump. Vacuum on the sump drain line will accomplish the same thing.

3. Even more solvent can be recovered by the use of a small laundry extractor. Line the inside with heavy cloth before loading. (It is necessary to seal the drain outlet to prevent evaporation of solvent. Attach to the outlet a pipe which leads to the bottom of a pail containing about 3" of perchlorethylene or water. This will prevent passage of air and evaporation of solvent.)

HELPFUL INFORMATION is contained in Du Pont's "MODERN DRY CLEANER." To receive this valuable publication regularly, write to: E. I. du Pont de Nemours & Co. (Inc.), Electrochemicals Dept., Dry Cleaning Service, Wilmington 98, Del.

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PERCHLOREthylene CLEANING FLUID

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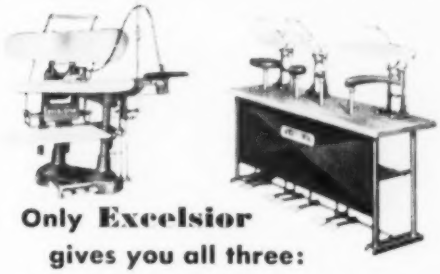

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LETTERS to the EDITOR

Ultrasonic Drycleaning?

To the Editor:

Thank you very much for your letter, inquiring of the possibility of the use of ultrasonics in the drycleaning industry.

Over a year ago we ran a test installation of our ultrasonic generator with a local drycleaning establishment to see if the equipment could be used for this purpose. At the end of the period, although the plant manager felt that the cleaning job that could be done was excellent, he also felt that it was too radical a departure from present methods of cleaning garments to become practical.

The equipment was being used as an aid in spotting. This use was chosen because the relatively small size of the generator precluded its use for cleaning entire garments. As you know, the spotters are highly trained, and have a wide variety of solvents at their disposal with which to work on various contaminants. If an ultrasonic generator were to be used, there would have to be a variety of separate containers in which to keep the solvents since the contaminated portion would have to be immersed in the fluid in order to receive the ultrasonic irradiation.

Another disadvantage in the use of ultrasonics for this application was that the resulting cleaned portion was *too* clean and had to be blended into the rest of the garment. Present spotters use steam guns to accomplish this; therefore, the use of the generator would involve an extra operation.

A few months ago we attempted to interest one of the largest manufacturers of drycleaning equipment in the country in our ultrasonic generator for research purposes. At that time we gave them a quote for the rental of a machine during their experimental period. Apparently interest was not high enough in the customer's mind as we have not heard anything further from him.

R. E. Homan
Special Products Sales, Industrial Department
General Electric Company
Schenectady, N. Y.

From "Fabrics Forum" Sparkplug

To the Editor:

I have just seen a copy of your February 1953 "Guidebook" issue. After glancing through it, I believe a person who would digest all of the information contained in it would be pretty well qualified to go into the cleaning business. At least he'd be no worse off than the cornet player who modestly admitted that after taking six lessons on the instrument, they had taught him all there was to learn; now all he needed was practice.

Congratulations on the fine publication and a service to the industry.

J. G. Draper
Assistant Manager
Better Business Bureau
Oklahoma City, Okla.

Availability of Reprints

To the Editor:

In reference to the "Letter to the Editor" from Walter Loebl [November 1952] about "The Stain That Wasn't There," why was his suggestion on reprints, which can be utilized by many in the business, totally ignored?

In fact, why don't you make reprints of worthwhile articles for the good of the industry?

Sam Del Pizzo
Drive-In Dry Cleaners
Haverford, Pa.

Reprints of any article appearing in our magazine are available to subscribers. Prices are subject to slight changes as costs vary, both for paper and for printing. We will quote current prices to anyone who is interested in reprints of any particular article.—Editor

Added Attraction in Montana

To the Editor:

There will be a special entertainment bonanza at our 1953 convention, Helena, Montana, May 8 and 9, 1953. The convention arrangements committee is unusually proud and fortunate to be able to present for your pleasure Miss Daphne Birdsong (Miss Meaderville of 1910), doing interpretative dances especially created for our industry!

The "Dance of Fire" in the Horizontal Return Tube Boiler!

The Daring Dance of the Combination Washer-Extractor with the Two-Bath System!

The beautiful Dance of the Death of the Fresh Soap to Each Batch Run!

And as a never to be forgotten climax (men only) Miss Birdsong catches the heat from the flatwork ironer as she does her famous "I Wish I Had More Production So I Could Make Some More Money on This Volume Blues."

Make your room reservations now, direct with the Hotel Placer, Helena, which is convention headquarters, and rest up for a fast ride down famous Last Chance Gulch. First-class speakers, entertainment for ladies, entertainment for men, entertainment for ladies and gentlemen. Sessions will be snappy and interesting and will open and adjourn on time.

Jim Thane, *Publicity Chairman*
Laundry and Dry Cleaners Association
of Montana, Southern Alberta and Northern Wyoming

Space limitations kept the above out of the May issue. Even a month late, it's still a good example of the preconvention promotion style of the group with the too-long name.—Editor

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WISE CHOICE of best securities, selected by experts

SECURITY of a larger number of securities than you could purchase individually

CONVENIENCE of only one purchase transaction and only one quarterly dividend for scores of securities

When you buy supplies through a dry cleaning jobber . . . you benefit from the

WISE CHOICE of best supplies, selected by experts

SECURITY of fresh materials and lowest prices, made possible by wholesale purchases and quick turn-over of inventory

CONVENIENCE of consolidated deliveries and only one monthly statement for all types of supplies purchased

ORDER YOUR DRY CLEANING SOAP from your favorite local jobber for prompt delivery with your requirements of filter powder, hangers and other supplies

ONE DELIVERY • ONE RESPONSIBILITY • ONE MONTHLY STATEMENT

Published in the interest of jobbers to the dry cleaning trade by R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6

SJ 36

Introducing National's Sensational

AUTOMATIC ELECTRONIC DRYCLEANER

PATENT APPLIED FOR

THE PRODUCT OF YEARS OF INTENSIVE RESEARCH

Automatically COMPUTES AND FEEDS PROPER AMOUNT OF MOISTURE ELECTRONICALLY FOR EACH LOAD BY...

- *Automatically* compensating for relative humidity of garments
- *Automatically* adjusting relative humidity of solvent
- *Automatically* computing weight of load
- *Automatically* determining moisture need of average fabric composition within each load
- *Automatically* maintaining uniform conductivity in charged solvents

NATIONAL CLEANERS CHEMICAL MFG. CO.

2807-11 West Lake Street • Chicago 12, Illinois

This Practical, Scientific Instrument

NOW AVAILABLE!

• WRITE FOR DETAILS TODAY!

replace sliders on zippers

in 30 seconds

Emergency release that works on ALL zippers. Remove damaged slider — snap on SNAG-PRUF! ZIPS BETTER THAN NEW!

TO REMOVE

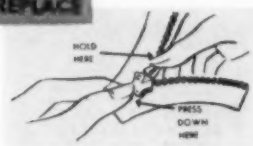
Simply unsnap Slider jaws — 10 seconds — Snag-Pruf Slider's *removed!*

SNAG-PRUF

the amazing new zipper invention

WITH REMOVABLE SLIDE!

TO REPLACE



Open zipper all the way, open Slider jaws, put on track, snap jaws closed. 10 seconds — Snag-Pruf slider *replaced!*

ORDER NOW

Be sure to have a stock on hand. Offer this new Snag-Pruf slider to customers. Besides its advantages to you it ends zipper struggle and snagging for them.

The answer to a million dollar loss incurred by the laundry and cleaning industry. THE WORLD'S ONLY TROUBLE-FREE ZIPPER! Imagine broken sliders are no trouble at all — NO TOOLS — NO EXPERTS!! Simply snap Snag-Pruf slider on the old zipper in less than 30 seconds. Save time, temper and trouble.

- **Snag-Pruf Zipper** available in all colors and sizes.
- **Snag-Pruf Sliders**
  No. 3 — Trousers and Dress
  No. 5 — Jackets

Ask your jobber or write direct

ARROW MANUFACTURING COMPANY

NATIONAL DISTRIBUTORS OF SNAG-PRUF ZIPPERS AND SLIDERS

2924 TERRACE • KANSAS CITY, MISSOUR

When writing to advertisers please mention The NATIONAL CLEANER & DYER

User Explains How Armstrong Unit Trapping Boosted Output:

Need for Investment in New Steam Equipment Eliminated by Only $550.00 in Steam Traps

In speaking of the benefits derived from Armstrong Unit Trapping, Earl Fast of Soft Water Laundry and Cleaners, Long Beach, California, said, *"It's like a man with dirty eyeglasses—he thinks he's seeing perfectly until he cleans the glasses and finds out what he has missed."*

Mr. Fast's plant modernized its entire return system in 24 hours, installing 71 Armstrong traps costing about $550, with these results:

1. Capacity of machines costing as much as $15,000 per unit increased to the extent that new machines are not now required.
2. Higher quality of ironing and finishing, with touch-up on shirts eliminated.
3. Worthwhile fuel savings.

"Our boiler was turning out plenty of steam," continued Mr. Fast, "but we weren't getting the benefit of it. The best power plant in the world is of no value if you don't use its produced steam to maximum efficiency."

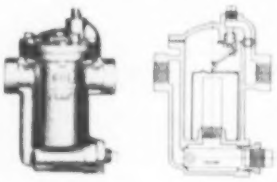
And there lies the case for Armstrong Unit Trapping, which discharges air and condensate as fast as it accumulates to keep steam heated equipment hot and producing at a peak rate. Your local Armstrong Representative will be glad to survey your condensate drainage system without obligation. Call him or write:

ARMSTRONG MACHINE WORKS
850 Maple Street • Three Rivers, Michigan

TRAPS WITH BUILT-IN STRAINERS CUT COSTS

Because the piping at Soft Water Laundry was old, the smallest-sized traps needed protection against dirt and scale. Armstrong No. 880 and 881 traps with built-in strainers were the logical answer because:

1. **They cost less than a separate trap plus a strainer**
2. **They eliminate external fittings and considerable installation labor**



Above: Drawing shows strainer screen at trap inlet. Strainer can be cleaned without removing or shutting off steam.

You always get more out of equipment when you use Armstrong "Unit Trapping"

Laundry Bulletin No. 1931
Gives Complete Information
MAIL TODAY!

FILL IN AND CLIP TO YOUR COMPANY LETTERHEAD

ARMSTRONG MACHINE WORKS
850 Maple Street, Three Rivers, Michigan
Please send me a Steam Trap Book.

Name .....

Title .....

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3-WAY VERSATILITY

WITH THE NEW PROSPERITY® FULLY-AUTOMATIC 6-B SYNTHETIC CLEANING UNIT

Timed, Automatic Soap Injection for CHARGED SOAP cleaning...with DISTILLED RINSE

Timed Automatic Injection of Fresh SOAP FOR EACH BATH with DISTILLED RINSE

24 MINUTE CYCLE for STRAIGHT SOLVENT cleaning...in dry... cleaned and out dry

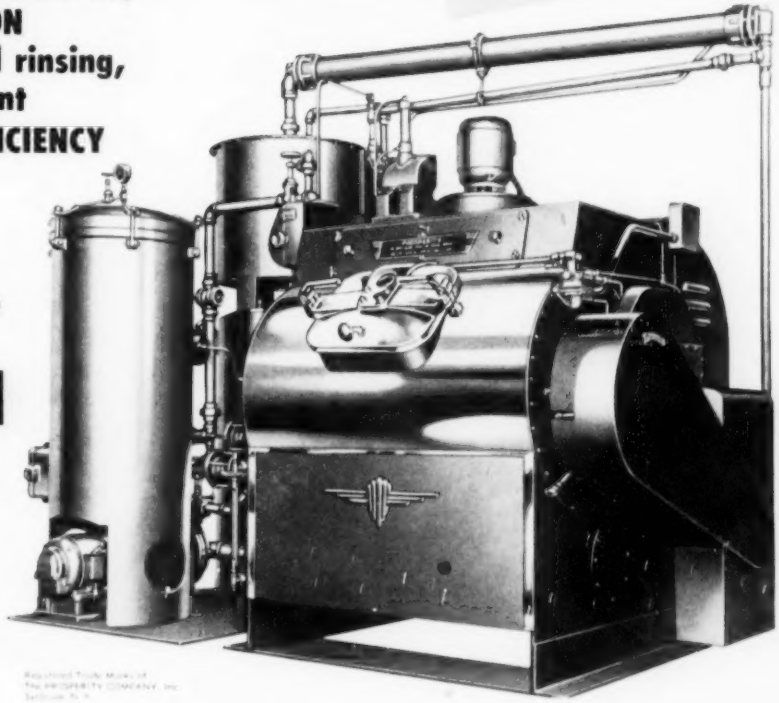
New Features

- **24 MINUTE CYCLE**
  ...in dry...cleaned and out dry
- **HIGH-SPEED EXTRACTION**
  minimizes drying and rinsing, saves time and solvent
- **INCREASED DRYING EFFICIENCY**
- **FAST FILLING**
- **FAST DRAINING**
  modernized button trap and dump valve

PROSPERITY'S

UNIVERSAL 6-B

FULLY-ENCLOSED COMPLETE UNIT
CONTINUOUS AUTOMATIC OPERATION
WITH OR WITHOUT SOAP



TIME-TESTED Retained Features

- **FORMATROL® CYCLE TIMER**
  ... a Prosperity Exclusive
- **EXTRA LARGE CLOTH DUSTBAGS**
  ... provide free flow of drying air
- **FULL BATCH DISTILLATION**
  ... removes soluble impurities
- **OPEN-POCKET, REVERSE-ACTION CYLINDER**
  ... only method for uniform, maximum soil removal
- **FULL FLOW FILTER CAPACITY**
  ... where cleaning capacity is so increased with use of soap, it is necessary to have a high flow rate to remove the excess soil
- **DISTILLED SOLVENT RINSE FACILITIES**
  ... essential with charged system

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The PROSPERITY Company Inc

AUTOMATIC PRECISION PRODUCTION TOOLS FOR LAUNDRY AND DRYCLEANING PLANTS

Main Office and Factory, Syracuse 1, N. Y.

Sales, Service and Parts in Principal Cities

PIONEER MANUFACTURERS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

SIGNS of the TIMES

Public Service by Drycleaners: The Morton (Texas) Chamber of Commerce has chosen R. C. Strickland, owner of Strickland Cleaners, as its president for 1953-54.

Charles M. Chace, Swiss Cleansing Co., has been named to a three-year term as a director of the Better Business Bureau of Providence, R. I.

In Coral Gables, Fla., Mrs. Lucile P. Neher of Marvel Cleaners, Inc., was reelected to a four-year term as a city commissioner.

A committee appointed by Mayor Kennelly to bring the former Nazi submarine U-505 to Chicago as a war memorial includes in its membership Carl Stockholm, owner of Stockholm Cleaners.

Lake City Cleaners, Chicago, contributed pickup service to the Albany Park annual clothing and toy drive.

The Harris County (Texas) Cleaners and Laundry Institute sponsored a drive for clothes for needy children. Members used their trucks for collecting the garments and also cleaned them.

Dresswell Cleaners, Roy, Utah, cleaned without charge all clothing collected by the Roy Jaycees for use of children at a local institution.

Wardrobe Cleaners, Sharon, Kans., donated its window to display the exhibit of the local 4-H Club during national 4-H Week.

In Minden, Nevada, the fund for a church organ was enlarged by $50 contributed by Norma's Cleaners.

A participant in a series of advertisements encouraging church attendance at DuQuoin, Ill., was Clark's Ideal Cleaners.

# #

California Rehearing Denied: The California Supreme Court has denied a rehearing requested by the State Board of Dry Cleaners on its ruling which held the fixing of minimum prices by the Board unconstitutional. The denial of a rehearing is interpreted to mean that the case is closed.

# #

Upward Sales Trend in Canada: A recent bulletin of the Canadian Research Institute of Launderers and Cleaners reports on the 1951 figures just released by the Bureau of Statistics. These show per capita expenditure for drycleaning at $3.76 for 1951, an increase of 14 percent over the $3.30 per capita expenditure in 1950.

# #

Distribution Clinics: As part of a new project—Jobs, Markets and Production—the U. S. Chamber of Commerce is sponsoring a series of distribution clinics. The first was held in Frederick, Md., and the second in Greensboro, N. C., with others in larger cities slated. The national chamber plans to distribute a handbook to local chambers to enable them to carry out similar projects themselves.

The clinics analyze such matters as the geographic size of the trade area, highway traffic flow, population changes, consumer buying habits, sales potentials and advertising budgets. They are designed to provide local retail, wholesale and service industries with market data enabling them to improve their methods of distribution.

# #

Safety Service Guide: The National Safety Council has published a new Occupational Safety Service Guide which gives a complete catalog of the many and varied accident prevention aids which it has available. The listing includes periodicals, newsletters, technical and administrative publications, safety training films and prepared safety talks, posters and booklets. Copies of Service Guide 2.1 can be obtained without charge by writing to the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

# #

Awards for Safety Records: Cardinal Cleaners in Palo Alto, Cal., has received a safety award certificate in recognition of a year's operation without an industrial accident.

A certificate for its third year of maintaining and improving safe working conditions was awarded to Cagle Dry Cleaners, Concord, N. C., by Commissioner of Labor Shuford. The awards were made at a banquet sponsored by the State Department of Labor and the Concord Chamber of Commerce.

# #

Safety Folder: The last in a series of Management Aids on small plant safety, "Reducing Accident Costs Through Selling Safety to Supervisors and Workers," has been issued by the Small Defense Plants Administration. No. 27 in the series of Management Aids for Small Business, it may be obtained free from the SDPA, Washington 25, D. C., or at field offices of the SDPA or the U. S. Department of Commerce.

# #

Zoning Here and There: The council of Shaker Heights, Ohio, a suburb of Cleveland, has approved an ordinance raising the limit of production employees in drycleaning plants from 5 to 10. There is no limit on other employees. The ordinance also forbids local establishments to process work for retail outlets outside the city.

The Geistown (Pa.) Council has revised its zoning ordinance to permit the operation of synthetic drycleaning plants in that borough.

# #

Michigan Cleaners Relieved of Gas Tax: The Michigan State Legislature has passed a bill which exempts users of petroleum solvents from paying the state gas

MODERN AS A JET...
POTENT... POWERFUL... ECONOMICAL DETERGENT
THE SUPER CHARGE OF ALL CHARGE SOAPS!

CHARGIT

by NU-PRO

THE CHARGE with CHLOROPHYLL

USE IT IN YOUR CHARGE SYSTEMS FOR TOP RESULTS!

IT REDUCES LINTING... IT'S FAST ACTING

AFFORDS HIGH SOIL REMOVAL... IT'S ODORLESS

ELIMINATES DISTILLATION TROUBLE... BUILDS NO FILTER PRESSURE

TRY IT... and YOU'LL BUY IT

SEE YOUR NU-PRO JOBBER...
FIELD MEN WILL DEMONSTRATE...
OR WRITE US DIRECT FOR TRIAL ORDER

NU-PRO .... MANUFACTURING COMPANY
2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

tax of 4½ cents per gallon. Previously drycleaners had to pay the tax, then apply for a refund. Successful passage of the bill, according to Michael O'Neill, managing director of the Michigan Drycleaners Association, was furthered by the members who expressed their wishes to state legislators.

# #

Demonstration Well Attended: About 100 representatives of 50 drycleaning plants in the area attended a demonstration of the strong soap method given at Bon Ton Cleaners in Red Oak, Iowa. Owners Clyde Figley and Don Stratton were hosts, with the cooperation of the Saxe-Freeman Supply and Equipment Company of Omaha. Plantowners who attended brought difficult garments from their own plants for use in the demonstration.

# #

Fabric News: Two bills prohibiting the manufacture and sale of inflammable wearing material, which were passed by both houses of the New York State Legislature, were vetoed by Governor Dewey.

In connection with pending Federal legislation which would ban inflammable fabrics from interstate trade, the National Association of House Dress Manufacturers filed a brief with the House Committee on Interstate Commerce asking that guarantee provisions be made mandatory.

The Better Business Bureau of New York City has issued a special bulletin to apparel retailers, textile manufacturers and advertising media, calling attention to widespread use in ad headings of words describing weave or construction without disclosing rayon or acetate fiber content. FTC trade practice rules made it an unfair practice to advertise fabrics containing rayon or acetate by weave description only, without identification of the fiber content. The Better Business Bureau bulletin asked for identification of fiber content not just inconspicuously elsewhere in the ad, but in the headline and as conspicuously as the word denoting weave or construction.

The Celanese Corporation of America has announced its retirement from the commercial weaving industry. This step, Harold Blancke, president, stated, "should restore the operation of the Textile Division to a position where it can serve more effectively the interests of both our acetate yarn customers individually and the textile industry generally."

# #

Rules for Water Repellents: The Federal Trade Commission recently announced a hearing to be held on proposed trade practice rules for the use of such terms as waterproof, rainproof, water resistant, water repellent, etc. The rules cover misrepresentation of terms in relation both to the water-resisting qualities of treated fabrics and outerwear, and also in relation to compounds and processes.

The proposed rules set up acceptable testing methods and conditions, such as laundering and drycleaning, which will establish the characteristics upon which the use of descriptive terms will be based.

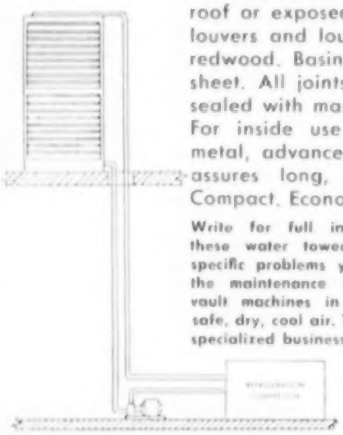
IMPROVE YOUR STORAGE SYSTEM with HAERTEL EQUIPMENT

1. The AIRMASTER—
to control humidity.

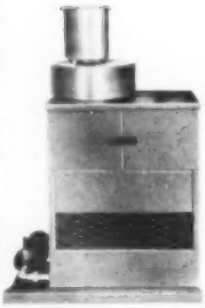
Gives protection from mold and mildew in small storage area. Used to great advantage in augmenting present equipment to provide humidity control.

2. WATER TOWERS—
to reduce water cost.

For outside (left). Mount on roof or exposed wall. Basin, louvers and louver posts are redwood. Basin floor is steel sheet. All joints permanently sealed with mastic.
For inside use (right). All metal, advanced design that assures long, efficient life. Compact. Economical.



Write for full information about these water towers. Mention any specific problems you may have in the maintenance of your storage vault machines in the delivery of safe, dry, cool air. This has been our specialized business for years.



HAERTEL Engineers will determine your need and recommend proper size.

WALTER HAERTEL COMPANY 2840 FOURTH AVE. S., MINNEAPOLIS, MINN.

☐ Interested in the AIRMASTER ☐ in Water Towers.
☐ Send booklet "Changing Space into Profit."
☐ Send new Haertel Catalog. ☐ Have representative call.

Firm Name _____

Street _____ City _____ Zone _____ State _____

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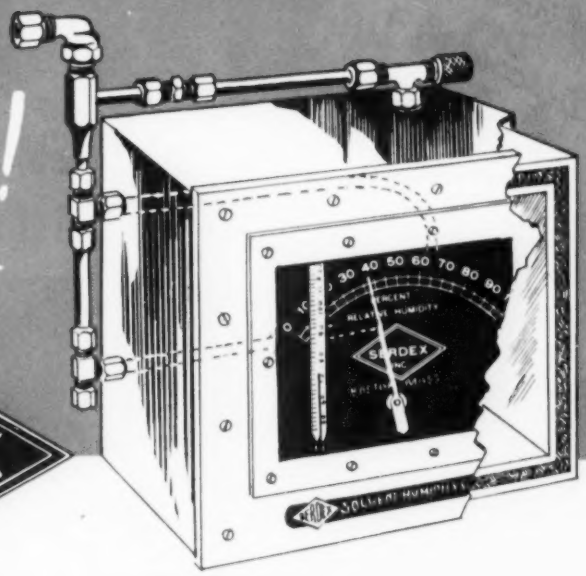
YOU'VE READ ABOUT IT . . .

now here it is!

the SERDEX



SOLVENT HUMIDITY GAUGE

Tested at the N.I.C.D. and reported as — Accurate when checked — almost instantly responsive to changes in relative humidity in air — it reflects sensitively the changes in moisture content within the charged solvent at all times during the cleaning cycle.

For full particulars write or 'phone

SERDEX, INC.
91 Cambridge Street
Boston 14, Mass.
CApitol 7-7160

employs the proven SERDEX laboratory standard hygrometer

NON ELECTRICAL Meets Fire — Insurance Regulations — State Laws.

SIMPLE TO USE Just read dial and adhere to "charged system" formula. Sealed unit — no adjustments. No charts — no tables — no wicks. Therefore, no errors. Does not require a technician.

SIMPLE TO INSTALL This Gauge is a commercial package complete with fittings. Requires only two connections.

TEMPERATURE EQUALIZED Air chamber of Gauge fully insulated and held in constant balance with Washer. No fluctuation due to external or room conditions.

CONSTRUCTION Cast aluminum — All components non-hygroscopic and selected to withstand solvent fumes indefinitely. Overall size 6⅝" x 6" x 4¼". Weight approximately 7 lbs.

WARRANTY This instrument carries the customary Serdex one year guarantee of accuracy and satisfactory operation.

"WHERE ACCURATE SERDEX INC HUMIDITY INDICATION IS A REQUISITE — — —
there is no substitute for ... SERDEX

When writing to advertisers please mention The NATIONAL CLEANER & DYER

New Miracle Discovery

POSITIVE HELP

IN REMOVING OFFENSIVE ODORS FROM GARMENTS IN THE WHEEL

CHLOROPHYLL CLEANING

Plus

U·SAN·O MOTHPROOFING

HIGHLY RECOMMENDED FOR STRONG SOAP SYSTEMS

REMOVES MOST ODORS IN THE WHEEL – SMOKE – ETC.

LESS LABOR – MORE ECONOMICAL CLEANING

MORE PASS UPS – A SOAP BOOSTER

Positive help is a strong statement, but we are convinced that it is true after the many letters we have received from satisfied users of Chlorophyll Cleaning plus U-SAN-O Mothproofing. What a boom that will mean to your summer dry cleaning problems when offensive garment odors are at their peak.

Remember you not only get the freshest, finest dry cleaning ever, but you have two BIG PROMOTIONAL offers . . . CHLOROPHYLL CLEANING plus MOTHPROOFING (both at no extra cost).

Be sure to see your distributor for these two big customer attractions . . . CHLOROPHYLL CLEANING and U-SAN-O Mothproofing.

U-SAN-O IS USED IN THE WHEEL
NO EXTRA LABOR OR EQUIPMENT NEEDED

Fully protected by United States and Canadian patents

American MOTHPROOFING COMPANY
711 NORTH EUCLID AVENUE • ST. LOUIS 8, MISSOURI

U·SAN·O CHLOROPHYLL MOTH PROOF CLEANING SYSTEM

Copyright 1952 American Mothproofing Co., St. Louis

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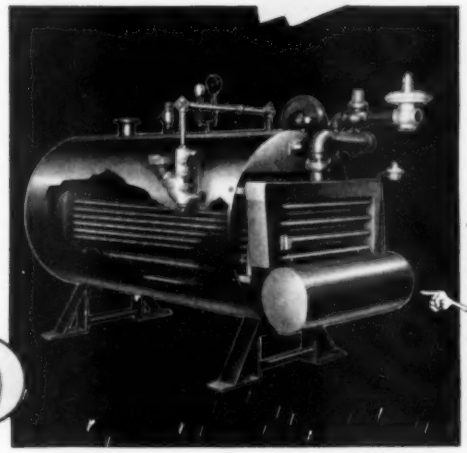
Buy a Boiler You Can Understand

You don't need to be an Einstein or an atomic scientist to understand a Sellers Immersion Steam Boiler. The advantages of the Sellers immersion firing principle are apparent because it is based on practical engineering and common sense. Every pound of metal in a Sellers is strictly functional. Every tube and turn is designed and located for maximum efficiency and safety, for steam production at lowest cost!



IN A SELLERS:

1. Firing tubes are completely submerged. All the heat goes directly into the water. Maximum heat transfer. No water line corrosion.
2. Water surface area is nearly three times that of a conventional boiler of comparable capacity.
3. There is no separate enclosed combustion chamber. No explosion hazard, no brick linings to replace, no carbon traps.
4. Expansion and contraction of firing tubes effectively combats scale.

Sellers Immersion Steam Boilers are available in twelve sizes to meet all standard requirements. All are built to A.S.M.E. Power Codes. It will pay you to get the complete Sellers story. Write for bulletin No. 1206C-00 today.

Sellers ENGINEERING CO.

4876 N. CLARK STREET CHICAGO, ILL.

Blast Heaters • Immersion Automatic Water Heaters • Combustion Units • Industrial Gas Burners
Vertical Steam Boilers • Immersion Tank Heaters • Gas Combustion Equipment

When writing to advertisers please mention The NATIONAL CLEANER & DYER

BUSINESS BUILDERS

Receiving Corner Boosts Storage

VAULT RECEIVING DEPARTMENT in corner of Crystal Cleaners call office. Co-owner H. D. McCune checks in coat

One section of the call office at Crystal Cleaners, El Paso, Texas, is set aside as the storage receiving department. During the fur storage season one of the counter girls works at an attractive metal desk in this department. Ray McCroskey and H. D. McCune, owners of Crystal, report that having this receiving department in the store where all drop-in customers can see it has a marked effect on storage volume.

"Since we have set up this department in the corner," Mr. McCroskey said, "we have had a lot of our regular customers bring furs to us for the first time. Direct-mail circularization is good advertising but I think an attractive lobby department where the vault doors can be seen is the best advertising of all."

Direct Mail Slanted to Local News

A low-cost direct-mail program which is bringing more than average response in queries and new business has been worked out by Ray Showell of Westminster Cleaners, Salt Lake City, Utah. The special appeal is in having each direct-mail piece tied in with some local event which at the time of mailing is prominent in the news.

For example, when a circus comes to town, Mr. Showell uses a clown on his mimeographed postal cards. Recently, when an air show was given, he had the mimeographed postcard shown here in the hands of 2,000 neighborhood prospects the day of the show.

Other themes have been local pet shows, holiday parades, city garden contest judgings, elections, etc.

"Say that the ordinary mailing piece," Mr. Showell explains, "has a 50-50 chance of being read. When you send out one with a picture and lead hook that is on everyone's mind and in every issue of the local papers, you increase your chances of getting attention and having your card read and remembered.

"By giving a little extra attention to developing a timely tie-in, and having the cards out on the exact right day, we can notice a considerable difference in response."

Truck Telephones Attract Attention

Mobile telephone units in route trucks are being used effectively for promotion by Maple Leaf Cleaners in Toronto, Canada, according to Lou Ronson, general manager.

The units were originally installed in the firm's seven trucks to aid route operation. Now Maple Leaf also uses the units for promotional purposes at all public fairs and functions.

Here is one example of how the mobile unit is used. Toronto is the site of an annual exposition, the largest in Canada. Maple Leaf trucks are dispatched to the exposition where people are invited to make phone calls (local of course; none to Europe).

Mr. Ronson said this "show" has attracted hundreds of people at each fair, and has had considerable effect in promoting the name of Maple Leaf Cleaners. The units are used as often as possible at similar functions.

Maple Leaf was the first Canadian firm to install the mobile unit. This was done four years ago. Cost of the unit is $25 a month for the first installation, $22 for each additional unit. Installation of a 55-ampere generator is required, at a cost of $100.

To contact a truck on a route, the plant calls the mobile operator of the telephone company and gives the truck's phone number. The operator dials the number; a buzzer signals the driver. If he is out of the truck, a red signal light goes on and remains on until he returns and calls the plant.

In terms of route operations the mobile units have had tremendous impact on customers who request special service, Mr. Ronson believes.

OVER 1300 LEADING DRYCLEANERS LICENSED BY STA★NU

(Stā★Nu Drycleaners are coining profits—How about you?)

No doubts about it! Sta★Nu licensed drycleaners are really going to town. From all over the nation come reports of greater volume—greater-than-ever profits. And the best is yet to come!

Now—in LIFE magazine—Sta★Nu is running a series of cartoon ads. Ads with a smash—and a smile. Attention-getting ads that tell prospects how Sta★Nu restores original, life-giving oils to fabrics—how it makes clothes look and feel like new again.

Is there a licensed Sta★Nu drycleaner in your area? If not, get in touch with us. We'll give you the full money-making details.

Stā★Nu
FINISHING PROCESS

Now in LIFE Magazine, cartoons like this will tell your prospects:

"SEND YOUR CLOTHES TO THE DRYCLEANER WHO USES STA★NU"

STA★NU CORPORATION

110 South Dearborn Street, Chicago, Illinois

When writing to advertisers please mention The NATIONAL CLEANER & DYER

All business is specialized

. . . and nothing specializes on your business like your business paper

You can sell suntan lotion on Broadway or Beacon Street, but this seagoing salesman can sell a whale of a lot more . . . because he *specializes.*

Your business is specialized, too. That's why it pays to keep up with your business paper. It specializes on business problems you meet every day. It helps you do a whale of a lot better job by keeping you posted on your whole field. You can *move ahead* when you know what's ahead; you can make quicker, surer decisions when you have a clear perspective on what's happening; and you get all this from your business paper.

Every page counts. The editors gather facts, weigh and interpret them. The advertisers line up new products, materials and equipment . . . tell you what they do and where to buy them. To know what's new that's important to you, read *every* issue—thoroughly! It will keep you one of the best informed people in your field.

This business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. It's a paid circulation paper that must earn its readership by its quality . . . And it's one of a leadership group of business papers that work together to add new values, new usefulness, new ways to make the time you give to your business paper still more profitable time.

Special facts for special drycleaners

For the progressive drycleaner, who wants to do a better job tomorrow than he did today, who is concerned with better service, better quality, better management, bigger sales and bigger profits—a special job of reporting the newest trends and developments, to meet your own special needs, every month in

The NATIONAL CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

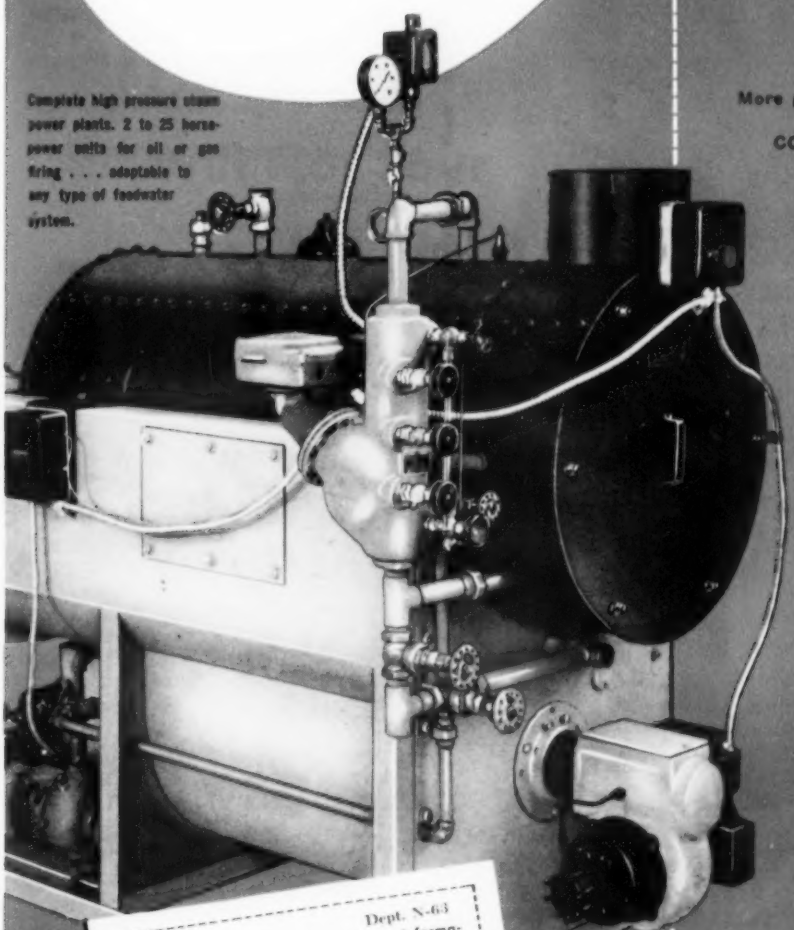
another reason why a

COLUMBIA

HRT* boiler

is your best buy

2-pass updraft minimizes draft loss!



Complete high pressure steam power plants. 2 to 25 horsepower units for oil or gas firing . . . adaptable to any type of feedwater system.

More proof! In addition to 9 other immensely important features, a COLUMBIA HRT* gas or oil-fired boiler has a 2-pass updraft which effectively minimizes draft loss and insures greater safety. These features are proof indeed that a COLUMBIA boiler can deliver more steam per dollar invested, more steam per dollar spent for fuel. Write today for interesting illustrated literature.

* Horizontal Return Tubular Type

10 REASONS FOR YOU TO CHOOSE COLUMBIA:

1. Larger combustion chamber permits overfiring.
2. Easy access to the single bank of tubes from front and back.
3. Two-pass updraft minimizes draft loss and insures greater safety.
4. Removable covers make all parts accessible.
5. Large steam space insures dryer steam.
6. Greater heating surface than most boilers of same rating, resulting in higher steam output.
7. High efficiency through proper proportion of two-pass heating surfaces.
8. Completely submerged tubes insure longer life.
9. Combustion chamber factory-installed with especially designed refractory and insulation, minimizing heat loss.
10. Inexpensive, yet built of the best materials to give years of trouble-free service.

Dept. N-63

Gentlemen:
Without obligation, please send me information on how I may reduce operating costs in my plant by switching to a new Columbia HRT* Oil or Gas Fired boiler.

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Position

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manufacturers of steel power and heating boilers

offices and factory: Pottstown, Pa.

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Only the BEST Washer Gives the BEST Cleaning!

the NEW Revolutionary
GROSS-EX Washer-Extractor

Vibrationless, requires no special foundation. Available in 60 lb., 100 lb., 200 lb., 300 lb., and 500 lb. capacities.

GROSS SIL-EX
Black Metal WASHERS

Sizes from 30" x 40" to 54" x 120", in belt-drive, motor-driven, and motor-belted models.

NO CLEANING can be any better than what comes from the washer. With a GROSS Washer you can be sure of maximum cleaning action in a minimum of time and effort . . . high quality dry cleaning economically, safely, profitably.

And you'll find a GROSS Washer in the size and model to meet your exact requirements, enable you to balance your cleaning cycle for greatest efficiency.

All GROSS Washers are engineered for the years ahead, incorporating the most modern design and construction. Black metal, electrically welded, eliminates both galvanic corrosion and electronic action, assures perfect washing even for white or delicate garments. Open-type cylinder ribs increase cleaning ability and reduce wear on garments.

Write for complete information.

GROSS MACHINERY CO., INC.

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Originators and Manufacturers of the World's Finest Dry Cleaning Equipment

183 HALBERT ST. *Founded 1923* BUFFALO 14, N. Y.

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Eaton's SIZIT

A WATER-SOLUBLE SYNTHETIC RESIN

★ **Odorless** ★ **Colorless**

★ **Will Not Sour** ★ **Will Not Streak**

★ **Will Not Yellow With Age**

Eaton's SIZIT can be used to size *ALL* materials. Its maximum surface adhesion properties permit its use with non-absorptive synthetic fibers and make it unexcelled for sizing Nylon, Orlon, Cellulose, Acetate, etc.; in addition to the animal and vegetable fibers.

Eaton's SIZIT expedites finishing because it presents a surface finish that has no "drag" on the iron. It is economical because 1 quart will make 80 gallons of stock solution at our recommended dilution of 2 ounces in 5 gallons of water.

Can be shipped safely during freezing temperatures.

Why Experiment — Use Eaton Products

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GADGETS and GIMMICKS

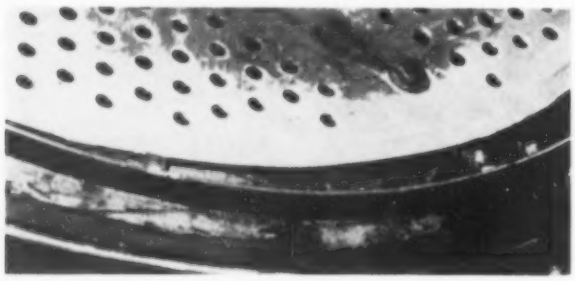
Sludge Drains

A simple method of separating solvent from filter sludge is shown in the accompanying picture. Used at the Crown Laundry and Drycleaning Company in Indianapolis, Indiana, it requires a soap drum with one end knocked out and a spigot set into the bottom to drain the drum. The bottom is reinforced with crosspieces to which swivel casters are attached.

A heavy canvas bag is suspended in the open top of the drum. The top of the bag is fastened over the sides of the drum by a loop of strong coil spring. The sludge is drawn from the bottom of the filter into the bag, where it remains suspended while the solvent gradually drains off into the drum.

Major maintenance problem is washing the bag from time to time in strong laundry soap.

Aids to Extractor Rinse



After installing an extractor rinse in his cleaning room, Harold Goldman of Ann Arbor, Michigan, found a lot of solvent being thrown out between the curb and the lid. To counteract this he put a one-inch baffle of curved eighth-inch flat bar on the underside of the lid.

The baffle is secured with pieces of angle iron which are brazed to the flat bar and bolted to the extractor lid. The baffle fits fairly snugly against the inner lip of the curb so there is no projection over the basket at all.

Mr. Goldman found also that although he had a big recovery line on the extractor it was not pulling the rinse solvent away fast enough. The solvent tended to build up and surge in the bottom of the extractor. This appeared to be, in part at least, because the recovery line ran horizontally for a way.

He installed a heavy-duty explosion-proof pump in this line, as well as a sight glass. Now the pump is started at the same time that the rinse is started, and shut off when the sight glass is empty.

In the Y where the extraction is switched from the dump line to the rinse recovery line are two quick-acting valves. (These are used instead of a three-way valve because they happened to be on hand at the time of installation.) To avoid throwing the valve handles with two motions, the end of each handle is bolted loosely to a piece of strap iron. Thus, when the cleaner kicks one valve over with his foot the other handle goes with it.

Bagging Rack in Store

Installation of a convenient wall-mounted bagging rack immediately behind the cash-and-carry counter, as part of an over-all remodeling job, has shown many advantages for Keller's Perfecto Drycleaners in Waco, Texas. L. J. Keller, head of the firm, felt it would be possible to provide bagging facilities in the store for greater efficiency without sacrificing its neat, modern appearance.

The result was the handy bag rack shown here, which is mounted 8 feet above the floor, directly behind the counter. It consists of a tubular framework, slanting out at an angle of 30 degrees from the wall, and quickly removable from screw-in sockets. Three horizontal rods, mounted in simple hooks, provide three separate sources of bags; the counter girl shifts from one to another as rapidly as the bags are used up. Each rod can be easily lifted off and a sheaf of 25 bags placed over it for replacement on the wall.

The simple post mechanism that lifts the garments on hangers is set on the floor beneath, and operated by a foot lever.

Previously an average of 30 steps were required to enter and return from a small room behind the counter, where the bagging was done. Now it takes only two or three steps to turn from the counter to the bagging arrangement. This translates directly to a saving of at least 50 percent in time per customer, according to Mr. Keller, and of course, such additional advantages as reduced employee fatigue.

A major benefit is the impression of swift efficiency made on the customer. Mr. Keller reports that many more customers are asking to have their garments bagged, simply because they now see the convenient unit in use.

for less than the price of a 3¢ stamp...

...one pound of *RSR* makes 141 gallons!

(less than 3¢ for a gallon of digester solution)

no other digester matches *RSR* for economy...

Whether you use the strong soap solution —or don't...

the surest way to avoid costly, time-consuming hand labor and the risks of hard scrubbing is to

put all garments to be wet cleaned into the *RSR* bath first!

Because it comes in more powerful, more concentrated strength, you find a smaller quantity of *RSR* more effective than a larger amount of other digesters.

WALLERSTEIN COMPANY, INC.
180 Madison Avenue, New York 16, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Only Aceco Air Driven Press has Control on Head

. . . where common sense demands it!

No fuss. No fancy gadgets. This press is designed to do its job simply, naturally . . . and stay on the job without costly repairs and down periods.

Operators accustomed to reaching up to bring down the head find Aceco's Bar Handle Control an easy, familiar motion. Simply placing the hand on the Bar Control lowers the head, applies pressure. While head is being lowered, head steaming can be started by just a touch of the finger on the Double-Handle Steaming Control.

Controls on the Aceco Press are so simple, so natural that inexperienced operators catch on quickly. And, it works so effortlessly, even girls can operate it.

Aceco's Bar Handle Control eliminates fumbling for push buttons or bars beneath overhanging garments. Control on head is well out of work's way.

The Aceco Dry Cleaning Press is made both air-driven and foot-operated in Utility, Mushroom and Pants Leg Models, with either steam or air vacuum.

Ask your American Man, or write today for complete information.

AMERICAN CLEANERS EQUIPMENT CO.

DIVISION OF THE AMERICAN LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO

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4 Powerful Reasons why costs go down with CHEVROLET ADVANCE-DESIGN TRUCKS on the job

EXTRA POWER WITH ECONOMY! More hauling power, greater economy! That's the result of new 7.1 to 1 compression ratio of improved Loadmaster engine on 5000 and 6000 Series heavy-duty and forward control models—optional on 4000 Series heavy-duty trucks. Thriftmaster engine in light- and medium-duty models provides traditional Chevrolet economy.

ENGINEERED FOR THE JOB! With Chevrolet, you buy a truck that is exactly right for the job. Not too big. Not too small. You get a truck engineered from the ground up with your job in mind—with the right tires, springs, axle, clutch and engine. You get a truck that will stick on the job day after day, and do your work at lowest cost.

BUILT TO LAST! The extra-sturdy construction of Chevrolet advance-design trucks means longer life, even lower costs. Now, Chevrolet trucks are brawnier than before—with heavier, more rigid frames, with greater ruggedness and stamina built right in. These are the toughest and the sturdiest Chevrolets ever.

THE LINE LISTS FOR LESS, TOO! With all the solid superiorities that Chevrolet offers—with all their special features and advantages—this great line of haulers lists for less than any other trucks of comparable size and specifications. See your Chevrolet dealer. Chevrolet Division of General Motors, Detroit 2, Michigan.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—the Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load. **POWER-JET CARBURETOR**—for smooth, quick acceleration response. **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement. **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **HYPOID REAR AXLE**—for dependability and long life. **TORQUE-ACTION BRAKES**—on light-duty and medium-duty models and on front of heavy-duty models. **TWIN-ACTION REAR BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-duty models. **CAB SEAT**—with double deck springs for complete riding comfort. **VENTIPANES**—for improved cab ventilation. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—for easier handling. **UNIT-DESIGNED BODIES**—for greater load protection. **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.

CHEVROLET

first in demand in value in sales

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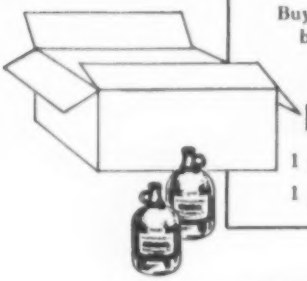
Neutralize

offensive odors and remove stains with effective

NEUTRA-LENE

- **For laundry, dry cleaning and rug cleaning!**
- **Absolutely harmless to colors and fabrics!**
- **Because it's concentrated you save!**



Buy Buckeye Neutra-Lene by the case and save!

BUCKEYE NEUTRA-LENE

1 gal. jug $3.00
1 gal., case of 4 . $2.85

NEUTRA-LENE deodorizes and eliminates the causes of odors in garments. Also used successfully as a *penetrating wetting agent.* Apply this deodorant-neutralizer in the final rinse in laundry work or dry cleaning. Ideal for use on the spotting board. Neutralize odors with Neutra-Lene!

BUCKEYE NEUTRA-LENE

Distributed by Jobbers From Coast to Coast!

FREE SAMPLE! MAIL COUPON TODAY!

THE DAVIES-YOUNG SOAP CO.
Box 995, Dayton, Ohio

Please forward a FREE SAMPLE of Neutra-Lene complete with instructions.

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FREE OFFER!

SYMBOL OF QUALITY

THE DAVIES-YOUNG SOAP COMPANY
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Producers of Quality Products for the Cleaning and Laundry Industry Since 1841

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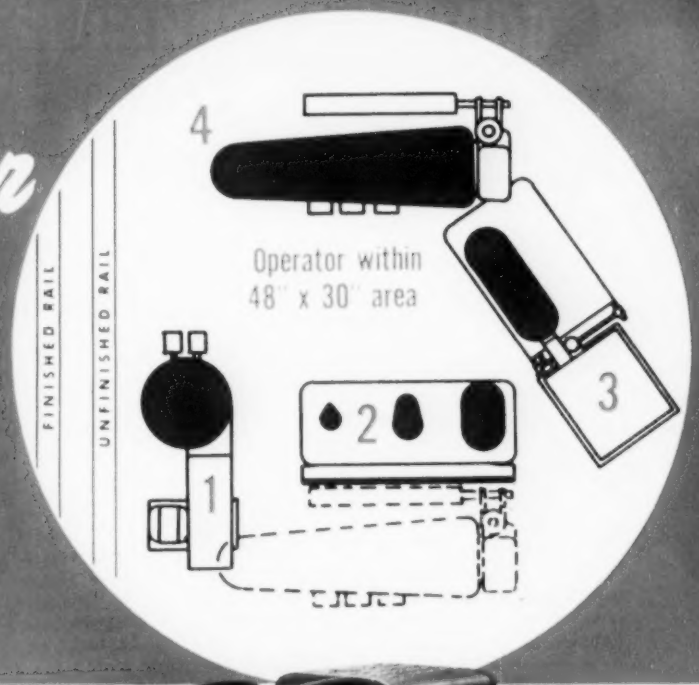
Time Saver Space Saver

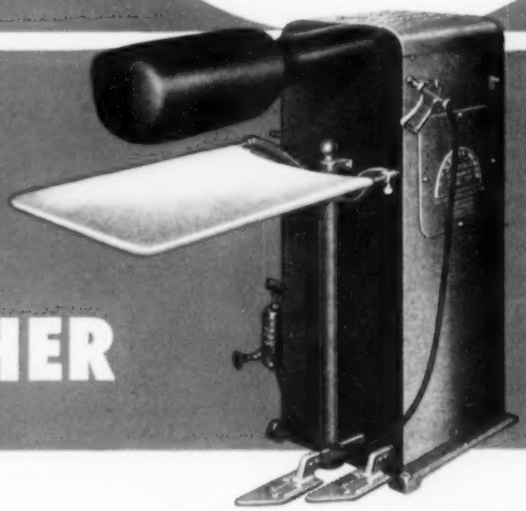
ONE-GIRL SILK-FINISHING UNIT

1. CONDITION (Cissell Garment Conditioner.) 2. TOP (Cissell 3-Way Puff Iron Set.) 3. SLEEVE (Cissell Sleeve Finisher.) 4. SKIRT (Cissell Steam-Finishing Board with Cissell Steam-Electric Iron with Electric Thumb Control.) These four pieces of equipment may be arranged so compactly that an operator can work within a 48" x 30" area; only 6½' x 8' floor space is required. Add as many units as needed for line operation; rotate layout 180° for operation on opposite side of speed rail.



AND THE "HEART" OF THIS UNIT IS THE

CISSELL SLEEVE FINISHER



BRING ON THE SLEEVES! Any style—any material! Cissell Sleeve Finisher will do a beautiful finishing job. Sleeves are finished with rounded fullness . . . quickly and easily. No other finishing equipment introduced to the dry cleaning industry ever became so essential in such a short period of time. Any shaped sleeve, long or short, may be applied over nylon bag. Air inflates bag and balloons sleeve to its natural size and shape. Steam is released to remove wrinkles. A volume of warm air discharged in bag dries and sets sleeve. Equipped with Cissell Water-Spray Gun for breaking down hard-set wrinkles. $235. F. O. B. Louisville, Ky. (Total cost of the four Cissell equipment items described in the one-girl silk finishing unit, $1017. F. O. B. Louisville, Kentucky.)

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Consult Your Jobber

W. M. CISSELL MFG. CO., INC.

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EDITORIALS

Price Law Out

In the opinion rendered by the four-to-three majority of the California State Supreme Court, when confirming the lower courts' decisions that the drycleaners' price-fixing regulations were unconstitutional, was this statement:

"It [the statute] seeks to establish but a single grade of work in the drycleaning industry and to eliminate the economical cleaning job. It does not take into consideration the 'skill or efficiency of operation, excellence and completeness of equipment, desirability of location, or expense of conducting business.' It does not consider that a substantial group of the public may choose to purchase a cheaper grade of cleaning for particular garments, knowing that they are not obtaining the quality of service offered by the more expensive establishments. The statute does not purport to prevent the imposition of fraud upon the public, nor to eliminate destructive and unfair competition, which practices are adequately legislated against in the Unfair Practices Act."

This ruling is made at a psychologically opportune time. The American economy today is committed to deflation. Price advances will be frowned on by the public, price decreases will be expected. Shopping around by customers will increase to a degree unequaled since 1939.

The members of the drycleaning industry have not been overwhelmed with profits during the past few years. A small percentage of individuals, just as in any other healthy industry, have prospered or even made small fortunes, but the industry as a whole has just been making a "good living."

Also, it is recognized that drycleaning prices, even with recent post-OPS rises, have lagged far behind the over-all cost-of-living increases, while the cleaners' unit costs have surged upward on a par with the average cost of living. A great many drycleaners have a "good case" for further price increases. There has been surprisingly little public comment about recent price rises.

The mood of the American public, however, is setting in the other direction. We are demanding economy in our government and in our foreign program. In a great many state and local governments the same demand for economy through efficiency is swelling.

The economists promise us that we won't have a depression, or even a "dangerous recession" (no worse than 1949-50 spring). This still means, however, the elimination of overtime and overtime pay. It means more interest in necessities and less in luxuries. Finally, it means that customers will have more time and incentive to shop for "bargains" and to attempt to do many things for themselves that they have hired done over the past dozen or more years.

Let us not ignore the customer as our competitor. As the drycleaning market grows, the pressures toward home or customer drycleaning also increase. The latest example is a full-page four-color advertisement for Rinso in a recent issue of *Life* magazine. This ad contains beautiful illustrations of stains on fabric, made by grease and oils, blood, coffee and tea, grass, oil paints, mildew, indelible lipstick, chocolate and cocoa, chlorophyll, scorch, tomato juice and shoe polish. It also contains instructions "how to take out stains—use Rinso and follow these easy directions"!

Using drycleaning service is a habit. Naturally we'd like to foster this habit. Therefore we must not let the customer get in the habit of always trying new ways to avoid using drycleaning service.

Nor can we reason that fuss and bother will hinder any considerable number of customers from turning to new home cleaning methods. The laundry industry has learned to its sorrow that a housewife never values her time when she "saves by doing it at home." The laundry industry has also learned that once families of moderate means have invested in home laundering equipment, they become harder to sell laundry service even when convinced it is better for them. Having made that investment they "have to get their money's worth out of it."

Service was the paramount requirement for a drycleaning business during the war, then quality staged a comeback. Now we are going back into price competition again. We must, to stay a healthy industry!

The minority opinion of the California judges pointed out the ravages of price wars on the drycleaning industry in the past. It stressed the importance of trying to avoid their dampening effect on the local economies. It pointed to economic stability as "in the public interest."

However, American public opinion seems to be along the lines of the majority opinion. The public is likely to concur when the judges say "it [the price control statute] does not consider that a substantial group of the public may choose to purchase a cheaper grade of cleaning for particular garments, knowing that they are not obtaining the quality of service offered by the more expensive establishments."

So long as the big motor car companies produce Chevvies, Plymouths and Fords that outsell the higher-priced, higher-powered buggies, so long as Sears Roebuck advertises two or three grades of merchandise in every line, just so long the drycleaning industry had better make inexpensive drycleaning available to the public.

Or, by jingo, somebody else will!

Switcheroo

In our long story on Spic and Span we refer to messages enclosed in the pay envelopes by Ed Miller. Almost invariably they come up with a fresh angle that ensures readership. One that intrigued us in particular we quote:

"Did you ever stop to ask yourself who benefits most from Good Work? Please don't say the customer because you'll be wrong. The customer expects Good Work; demands Good Work; and pays for Good Work! If she fails to get it from Spic and Span, she'll get it from someone else!

"We, every one of us at Spic and Span, benefit most from our own Good Work because it assures us of more work coming in, more working hours each week, and more steady jobs the year around. Let's never 'let up' in our constant effort to give Spic and Span customers Good Work! Remember every customer is entitled to Good Work; Good Service; Good Value!"

BISHOP'S FASTEST HANDLING METHOD

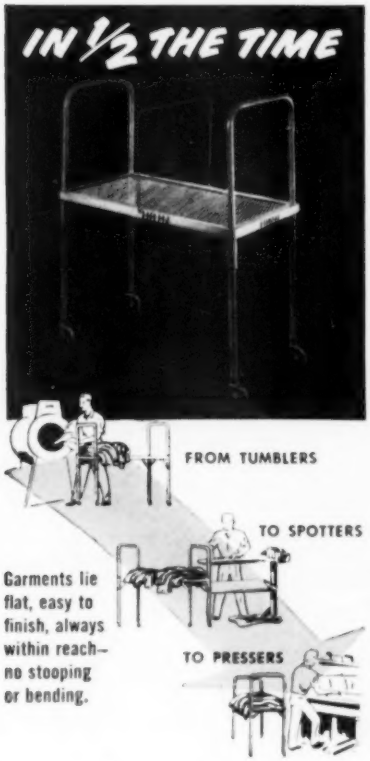
CUTS COSTS IN HALF!

Makes every operation more efficient... more profitable

BISHOP CLOTHES CARTS

PATENTED

Speed unfinished garments from marker to cleaner, from tumbler to spotter to pressers, up to 50% faster. Eliminate space-wasting tables and bulky unwieldy baskets. Employees work directly from these carts without stooping or bending...turn out more pieces per hour with less fatigue, because garments are not wrinkled from be-



ing crumpled in a basket; instead, they lie flat on the cart for easier, faster finishing. These fireproof, all-steel carts roll smoothly, effortlessly; turn in their own length. For best results, use in multiples (smallest plants need minimum of 3; larger plants use proportionately more).

SPECIFICATIONS: Capacity 150-200 lbs. (2 to 3 open-end tumbler loads). Height 45" at ends; 18" wide, 38" long. Platform height adjusts from 23" to 35". Four 3" Neoprene swivel wheels. Ship. wt. each, 50 lbs. Model B2-100, F. O. B. Chicago:

Only $29.50 *each in lots of 6 or more*
$31.95 *each in lots of 3 to 5*
$33.75 *each in lots of 1 or 2*

BISHOP *Self-Assembling* SORTING REEL

PATENTED

Perfect sorting method for every plant, regardless of size. Fits any system. Bishop reels replace old-fashioned straight racks for assembly. As finished garments reach assembly department, operator sorts into numbered slots corresponding to last two invoice or tag numbers. All parts of order thus automatically come together, are sent as a unit to the bagger. Operator stands in one spot to handle one reel or more...

Number changer on reel rim lets numbers read 01 to 51, or 51 to 00, or 01-51 to 50-00 as required.

assembly slots come to her. Reel turns at a flick of the finger, at exact speed desired. Cuts assembly space in half...saves 25 miles of walking per assembler per day. No tiresome, costly carrying of heavy garments ...no crushing of finished work...no loss and "burying" of garments. No installation or maintenance cost. Can't tip or sag; may be moved easily when desired.

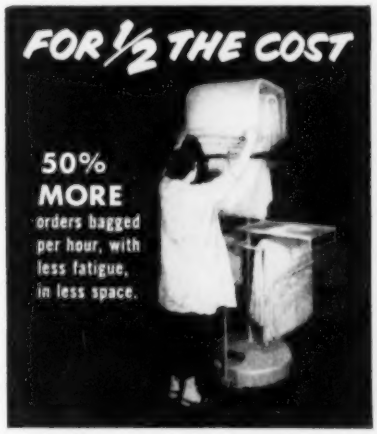
SPECIFICATIONS: Diameter (empty) 50"; (loaded) 6 ft. Floor space (loaded) 6 x 6 ft. Capacity 350 dresses or 200 suits, in 50 slots, each with belt and tie holder. Height adjusts from 62 to 80 in. All-steel. Tapered roller bearings in hub. Ship. wt. 170 lbs. No. B12-50, F. O. B. Chicago: $111.00

Invoice Clips, set of 50.....$9.50

BISHOP BAG-O-TEER

PATENT PENDING

One compact, complete unit gives you every aid to fast, efficient bagging right at the operator's fingertips; an improved, tighter-gripping and faster-acting bagging rod assembly (exclusive on the Bag-O-Teer) ...overhead racks hold several hours' supply of 3 sizes of bags in proper position to be drawn instantly over garments...sturdy invoice desk holds papers, pen, stapler, etc. ...racks underneath for reserve bag storage...all on heavy non-tilt base. Your op-



erator bags more garments faster, in less space, with no walking, no reaching, no lifting. Eliminates slow, tiring motion of pushing bag up on a suspended rod; keeps bags clean, uncrumpled, untorn. Set unit wherever desired; moves easily to new location if required.

SPECIFICATIONS: Over-all height 81"; writing surface of desk 41" high; desk area 24" x 13½". Bagging rod extends to 73" high. Heavy steel base 24" diameter. Floor space 36" x 39". Ship. wt. (knocked down) 114 lbs. No. B30-2, F. O. B. Chicago: $84.75

Order Now FROM YOUR SUPPLIER HE IS OUR DISTRIBUTOR

G. H. BISHOP CO., CHICAGO, MANUFACTURERS SINCE 1893

THREE BOSSES! The lady is Mrs. John Q. Public, who is the queen bee at Spic and Span. E. A. Miller (standing) is president of the firm and H. J. Plous is vice president

Why Over a Fifth of Milwaukee's Families Choose Spic and Span

The facts behind the findings of a citywide survey

by WILLIAM R. PALMER

In 1953, for the first time, a survey conducted by the Milwaukee *Journal*, one of America's great newspapers, included questions on use of drycleaning and laundry services. Two very significant statistics developed from the survey:

First, 22.1 percent of the families in the Milwaukee area have drycleaning done by Spic and Span Dry Cleaners. Since Spic and Span serves a somewhat smaller area than was covered in the *Journal* survey, this probably represents at least 25 percent in the area actually serviced. Thus approximately 50,000 families (or households) are Spic and Span customers.

Second, 14.1 percent of Milwaukee's families bring their shirts to Spic and Span. This would indicate that nearly two-thirds of Spic and Span's cleaning customers are also shirt customers.

A third important point about Spic and Span comes from a private survey, conducted annually by the firm. It shows that over 75 percent of this company's *new* customers come to them on recommendation of satisfied customers.

WHY? What enabled one drycleaning business to move from a position of "fiftieth among 50 plants in 1932" to the dominance it holds today? If you wish, you can stop reading at the end of this paragraph, because the **secret is complete dedication to the customer.** It is symbolized by the pictures from the supervisors' meeting shown on these pages. It is felt whenever and wherever you talk to any employee, in whatever capacity. They all remark, "Mrs. Customer wants—" or "Mrs. John Q. Public has to have—"!

Simple, hunh? There's nothing maudlin or corny about their attitude. It's a state of mind that dominates every action of every employee. **We have never been in any other large drycleaning plant where the customer was so thoroughly the boss as in Spic and Span of Milwaukee.**

What pleases this boss? What makes her (or him) come to Spic and Span in the first place? What keeps her coming back again and again? When the boss is thousands of people (customers) it can't be any one factor that is responsible, or any one combination of factors. Every single facet of the business that the customer can measure or sense must be pleasing to the customer. These include:

1. Quality of the work
2. Full value for the price charged

3. Efficiency of service
4. Attitude and appearance of sales personnel
5. Packaging of the product
6. Appearance of the store or truck
7. Confidence in the plant's craftsmanship
8. Absolute minimum of claims
9. Prompt, generous handling of claims
10. Anticipation of wants or special needs
11. Pride in being a client

Let's start at what is the weakest point in most drycleaning plants—with Spic and Span's telephone operator. This young lady was one of the company's most successful store managers, who would be qualified to serve as a store supervisor. That's how important Spic and Span feels a good telephone operator is to the success of the company!

When the previous telephone operator moved out of the city, the management reviewed all the store managers as possible replacements and narrowed the choice down to the three best prospects. The qualifications included a warm personality, tact in handling customers, and a good grasp of the drycleaning business. The opportunity was offered to the top girl on the list, with the specific understanding that if she found she didn't like the job as well as her store work, she could have her same store back, without prejudice or criticism, and with full thanks for making the try.

Although extremely happy at her store, the girl agreed. After spending a week at the telephone company for training, she took over the switchboard. There were days in that first month when she "wanted back" to the store, but at the month's end she was in the groove, tickled with the new job and with her greater importance to the company.

We have purposely dealt at length with this episode because it reflects the employee spirit or morale at Spic and Span. They have complete confidence in the management, and in the management's intentions towards them. **The employees have pride and a sense of the fullest participation in the success of the business.** The spirit of teamwork is in full force!

Confidence and Dependability

The salesperson at Spic and Span can look the customer in the eye! The salesgirl or the driver *knows* that everything possible will be done to insure as good a job of cleaning as possible. They *know* the garments will be back when promised, with rare exceptions—rare for a drycleaning business handling such a volume, exceptional in fewness of times it occurs to any one store girl or driver. Thus these salespeople are at ease and proud to be representing Spic and Span.

One reason for this confidence is the "oversize tag." The regular marking tag used is a day tag about 1¼ inches square, with a different color for each day in the week. The oversize tag is about 1½ by 2½ inches. When used it is stapled to the back of the regular tag so that it sticks out from the garment in full view.

The oversize tags come in seven colors. Six of the colors signify instructions for specific departments, which means nobody wastes time reading tags not meant for them.

A brown tag is for the attention of the drycleaning

Vital Statistics

Total volume for Spic and Span last year ran somewhat over $1,000,000 for all services. The base price for suits and dresses is $1.50, and 75 cents for "half" pieces (skirts, trousers, etc.). This is the going rate in Milwaukee, charged by the large majority of plants. These prices prevail for both stores and routes. The base prices for the Hand-Craft service are $2.50 and $1.25.

Spic and Span now has 28 stores, 16 routes and 375 employees.

The company was founded originally in 1902 in Kenosha, 35 miles south of Milwaukee, by Louis and Morris Plous. It developed a nice business in Waukegan and Racine, on each side of its home city. Then in 1932 a branch store was opened in Milwaukee.

By 1939 the Milwaukee tail was wagging the Kenosha dog. It was decided to sell the Kenosha business and move to Milwaukee. The building on the present plant site was purchased plus the adjacent lot. Since that time some addition has been made to the plant every single year, including 1953.

Morris Plous retired in 1925. Louis "Dad" Plous, well remembered as one of the "grand old men" in the drycleaning industry, remained active in the firm until his death three years ago. The present management of Edward A. Miller, president, and Harry J. Plous, vice president, respectively son-in-law and son of Dad Plous, got their starts with Spic and Span in 1929 and 1930.

HOME-GROWN STAFF of supervisors meets together annually, meets by divisions monthly. Occasion was celebration of twentieth year with firm of store supervisor Selby, second from right with Mrs. Selby in the back. Note Mrs. Public featured at head table

ONE-DAY SERVICE TAG for stores red-striped (shown here); for routes solid red, reads "I'm fast service—customer expects me to be ready THURSDAY." Other tag is "oversize tag" indicating unusual or excessive soiling. Red tag goes in pocket to remind customer of special handling

THE "HIGHLINE" is special rack for problem garments plus all "comebacks." Store girls and routemen are encouraged to "highline" anything that is questionable in their minds and let the plant decide what is really troublesome

department. On one side it bears the following printed inscription:

> "Customer is aware of the spotted condition of this article and has been told we will do our best, but does not expect the impossible."

There follow on the brown tag little squares labeled "vomit," "blood," "oversoiled," "remove paint" and "leave paint." The last is for those customers who bring in old garments worn while working around the house, etc. The salesgirl or driver then checks whichever square applies, or turns the tag over and writes on the back whatever special instructions are necessary. In the latter case the tag is stapled with the back facing out.

Yellow oversize tags are for the spotting department. They usually call attention to easily missed stains, particularly on checked fabrics or other patterns that make spots hard to see. If the customers knows the cause of a stain this information is written on the yellow tag, especially in the case of inks.

A bright pink tag concerns pressing. It records special requests for special ways of finishing, such as Johnny collars, Buster Brown collars, etc. Since Spic and Span rolls coat sleeves in tailor-approved fashion, a pink tag may show a request for creased sleeves.

Minor repairs (free) are indicated on a gray tag. This includes tightening buttons, tacking cuffs, closing seams, catching up linings, etc. While Spic and Span

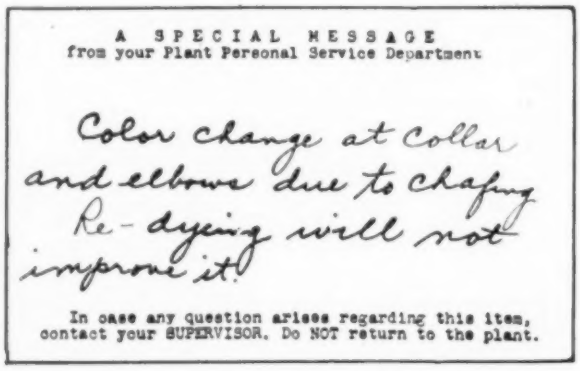
Nothing's Perfect

One reason why the Spic and Span operation is so dynamic is that *nothing* is permitted ever to remain static. No purchase is made, no process or method is set in motion, without questioning whether it can be improved.

A case in point is the color scheme of the delivery trucks, which for 15 years were a striking combination of blue and white, neat, familiar to the Milwaukee public. Yet Spic and Span called in a commercial artist to suggest possible improvements. He advised adding yellow, which snapped up the blue and white. It raised the attention value of the trucks from a modest call to a strident holler, without losing any of the packagelike neatness.

Another example was the occasion when Spic and Span completed its major conversion of finishing equipment to the unit operation—and then asked a prominent engineer to come in and check up on their production health. Said Ed Miller, "We'd rather have a regular medical checkup than run to the doctors in emergencies."

"IS THIS THE VERY BEST we can do without damage to the garment?" Mike Carini, plant personal service representative, confers with Art Kujawa, plant superintendent



A SPECIAL MESSAGE
from your Plant Personal Service Department

Color change at collar and elbows due to chafing. Re-dyeing will not improve it.

In case any question arises regarding this item, contact your SUPERVISOR. Do NOT return to the plant.

INDIVIDUAL EXPLANATION to store manager or routeman from Mike goes with garment that defies further treatment; is then passed on to the customer

ANOTHER REVOLUTIONARY SANITONE FIRST

"Cotton Clinic" Cuts Out Summer Slump-

Increases Year-'round Profits for SANITONE Dry Cleaners

Women like the "Cotton Clinic" and new Sanitone Style-Set finish...especially for Cottons

No development in the industry has equaled the impact of the "Cotton Clinic" on the public as well as on Sanitone Dry Cleaners! Such sales successes as reported by Sanitone Licensees everywhere are possible only because Sanitone *cleans cottons clean.*

Sanitone, the original charged system, patented in *1932*, is the best way to keep cotton dresses out of the wet cleaning department. That fact, coupled with the like-new finish imparted by Sanitone SS (Style-Set), plus the sales impact of a nationally advertised brand name—SANITONE—gives you something to sell, not available to your competitor. Think it over and you'll see in Sanitone's Cotton Clinic, another reason why more and more dry cleaners are switching to Sanitone, the Complete Program that works on every phase of their business to keep them always ahead of competition. Write today!

* *This is the button tag available to all Sanitone licensees to promote "Cotton Clinic."*

APPROVED SANITONE SERVICE

SANITONE DRY CLEANING SERVICE

Division of Emery Industries **Cincinnati 2, Ohio**

When writing to advertisers please mention The NATIONAL CLEANER & DYER

SPOT INSPECTIONS by control officer Paul Hanley. Portable do-over rack is divided in three sections painted different colors for returns to spotting, finishing and repair departments

does these minor repairs, anyway, it makes certain that a special request by the customer isn't overlooked.

Major repairs (paid) are labeled with green oversize tags. These garments go to the plant separately, to be combined in special loads that are cleaned and spotted and sent directly to the tailoring department.

Blue tags are for water-repellent service. This tag serves an extra purpose. All garments treated with water repellent are checked by the service department (of which more later) and actually tested to make sure they were treated properly. If they pass the test, then the blue tags are torn in half.

That leaves the seventh tag, which is white. It is for "CB's" and "DO's," which are "comebacks" and "do-overs." Comebacks are returned by the customer, whereas do-overs haven't got out of the plant or store before being sent back for reprocessing. These white-tagged garments usually amount to a handful out of the thousands handled each day, and they get a world of attention.

Service Department

The customer has personal representation right in the middle of the production department at Spic and Span. It carries the title of "service department," and the person in charge is a combined super-inspector and expediter. For instance, all CB's and DO's must clear his final inspection before going back to a store or to a driver's rack.

If any inspector isn't satisfied with the condition of a garment and the production department feels it has done all it could, the inspector puts the garment on the service department line. Here it is taken up with the drycleaning superintendent, or else it is cleared to be sent out, with a handwritten note from the service department explaining why no more could be done. (This doesn't include items the inspectors *know* can't be helped, which are sent on through in the standard way.)

While only a small portion of the oversize tags come to the service department, most of these inspectors' referrals do involve garments with oversize tags. They include the pieces with ground-in dirt, month-old blood, fugitive dyes. Also passing through the service department are many "unserviceables." Here it is decided whether the company has done all it dares without harming the fabric or dye, or if more can be tried, provided a release is obtained from the customer. In the latter case the service department makes the contact with the customer to explain the situation and to get the release.

The super-inspector-expediter is a young man who has been with Spic and Span since he was in high school. He has worked in most departments in the plant

Form 236A
6/1/52

Date 4/21/53

Daily Plant Quality Check

	Pressing Rejects	Spotting Rejects	Inspection Rejects	Total OK	%
Trousers	2	1	—	107	97.0
Topcoats Overcoats	1	—	1	63	96.9
Suitcoats	—	1	—	49	98.0
Skirts	—	1	2	92	96.8
Dresses	—	—	1	54	98.0
Hand Finishers	1	—	—	29	96.5
Sailwear	—	2	—	58	96.6
Children's Garments	—	—	1	64	98.0
Household	—	—	—	25	100.0
Hats	—	—	—	18	100.0
Ties	—	2	—	73	97.5
Sport Shirts	1	—	1	83	97.6

Remarks:

QUALITY CHECK by departments daily pinpoints any drop in quality, based on spot inspections by Hanley and department supervisors

Form No. 246
2/14/53

SHIRT QUALITY REPORT
Spic & Span Cleaners

Date 4/21/53
Unit (s) A

1. Poor Collar Pressing	/
2. Poor Folding (Cont'd.)	//
3. Poor Buttonhole Band	
4. Poor Button Band	/
5. Buttons Missing, Broken	
6. Poor Bands Alignment	
7. Tag Not Pressed Out	/
8. Poor Pocket Pressing	
9. Soiled Pocket	/
10. Poor Bosom Pressing	
11. Poor Sleeve Pressing	//
12. Poor Cuff Pressing	
13. Poor Cuff Folding	/
14. Cuff Clips Omitted	
15. Poor Back Pressing	
16. Rough Dry Spots	/
17. Shirt Damp	
18. Soil Pressed In	
19. Catch Dirt	/
20. Failure to Hold Out	
21.	
22.	

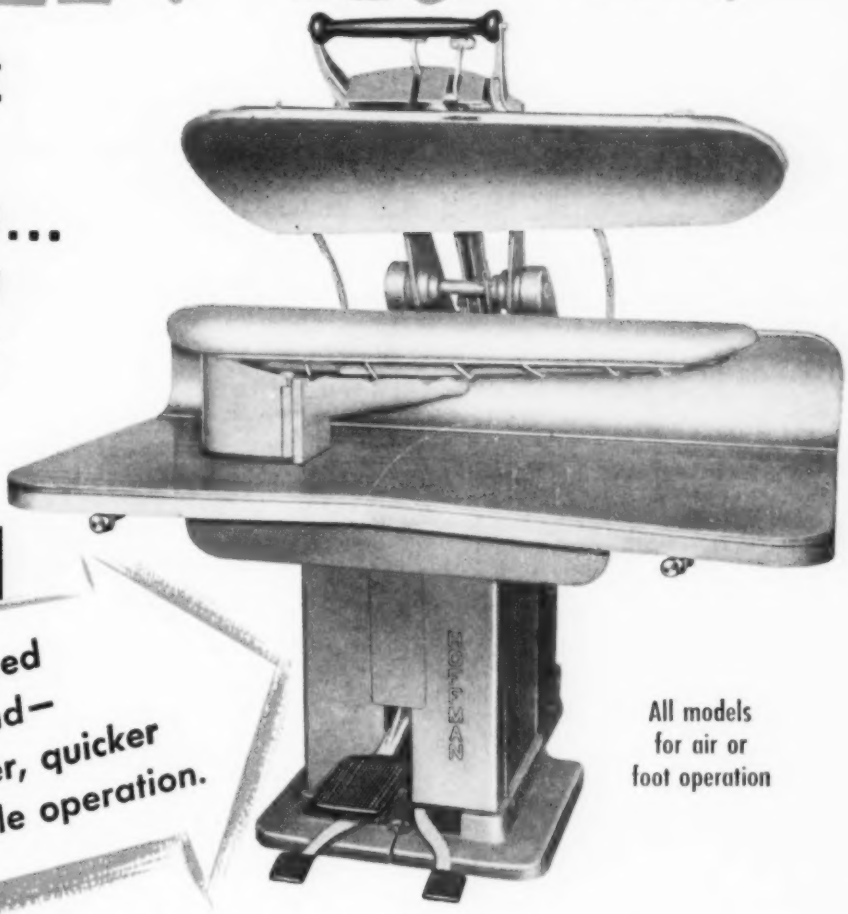
Inspected: 15 ////// //// //////	Accepted: 15 ////// //// ////	100.0%	
Actual Defects: //	Possible Defects 200 340	96.3%	98.0%

Signed: Paul Hanley

SPECIAL FORM FOR SHIRTS ensures quality that brings shirts from two-thirds of Spic and Span's drycleaning customers

SEE IT! TRY IT!

The press that requires less effort to close... The great new *20 ways better* HOFFMAN



the press designed with you in mind— featuring cooler, quicker more profitable operation.

All models for air or foot operation

Compare these 20 Fine Features

PULL-OUT GARMENT RAILS *Saves steps! One rail supports unpressed work, the other holds hangers for finished work.*

COOLER TO OPERATE — *Steel cover plate over Y-piece shields presser's face and chest from press head heat.*

IMPROVED TABLE-FRONT INDENT — *More work surface with less chance for knee bruising.*

HYDRAULIC SHOCK ABSORBER *Cushions away oldtime jar, jolt and rebound. Smooth silent head openings always.*

BUILT-IN HEAT INDICATOR *Shows right heat for all fabrics (sensitive synthetics as well as woolens). In full view — ends do-overs.*

NEW DESIGN PRESSURE ADJUSTMENT — *Just "dial" it to suit the fabric. No stooping, bending or tools needed.*

STURDIER TABLE SUPPORT *Smoothly rounded and strongly braced over longer span. No sag — no tip.*

EXACT, EVEN PRESSING — *Head support is hinged at wider interval. Pressure is uniform over entire buck.*

LARGER MAIN PEDAL — *Steps up production with positive, sure-tread action. Avoids slippage and ankle aches.*

BROADER BOX FRAME *Designed for enduring duty. Better distribution of applied pressure. More rigidity in buck and table.*

CURVED BACKBOARD — *Gives 2 to 3 inches more work space. Eliminates those clutter-collecting corners.*

BETTER PEDAL SET-UP *Vacuum and steam pedals in easy reach, without interfering with main pedal.*

EASIER ACCESS TO LEVER SYSTEM — *Helps make inspections and adjustments faster and easier for better production and good maintenance.*

MODERN STREAMLINED APPEARANCE — *Brings out the best in your pressers — promotes new pride in their work.*

FLEXIBLE STEAM HOSE — *Less maintenance, no repacking, binding or steam leaks.*

RECESSED BUCK SUPPORT — *You can bring work right around below the buck. Clear area — no rumpling or catching.*

LIFETIME TABLE TOP — *Easy-to-keep-clean plastic surface — resists scratches, stains . . . can't snag, splinter or burn.*

FINGER-TIP HEAD RELEASE *Releases head swiftly for new pressing ease, higher production.*

POWERFUL VACUUM DRYING *Garments are dried fast and hold their press. Longer life for pads and covers.*

FAST, SNAPPY ACTION — *Spring counter-balanced system saves effort, speeds work. Ideal for female help.*

TOPS IN VALUE ... SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Form 256
3/23/52

BROKEN PROMISES RECORD
Spic and Span Cleaners

Day Tuesday
Date 4/22/52
Lot [illegible]

TYPE OF ITEM	CB'S	CB'S	Older	Regular	TOTAL
Silks				III	3
Formals					
Trousers				I	I
Woole			I	II	3
Households					
Hats					
Ties					
Shirts					
TOTALS	0	0	I	6	7

Comments: A
By: Chapko
Invoices 1332
B.P. .45%

KEEPING THEIR WORD is a matter of pride. Daily record of "broken promises," compiled from store and route records, reaches production department about noon each day; is pounced on by all supervisors

Daily C.B. Report

Form 256	Reclean	Redress	Personal Service	Stretch	Shrink	Buttons	Repairs	Misc.	TOTAL
Pants									
Silks									
Woole									
Household									
Hats									
Ties									
Ldy. Shirts									
Misc.									
TOTAL									

COMEBACKS (CB's) are recorded in detail on back of broken promises record. Plant personal service representative must be able to account for and expedite all CB's immediately

and has a broad over-all knowledge of the business, though not a specialist in any one phase. Thus he is well capable of analyzing service problems and bringing them to the attention of the right person when necessary.

On the sales side the "personal service" department is represented by "Carol Parker," a lady of 12 years' experience with the company. She has a vast reserve of patience, sympathy, and understanding of customers' problems and psychology. Her role is more familiar to the cleaner, as she handles customer problems and claims that can't be cleared up by the store girls or the store supervisors. However, there are so few headaches that her day usually ends at one o'clock.

This employee's function is to see that no claims, no misunderstandings hang fire. Twenty-four hours after something has come to her attention is long enough to get the facts and the answers and to make a settlement. She has a special line at the personal service department in the plant. All garments involved in customer problems are sent there and held for her attention. She stops at this rack each morning to check over the garments with the expediter and between them they get the full story. Then on arriving at her office she calls the customer.

Through the personal service department Spic and Span will sometimes go to surprising (and uneconomic)

(*Continued on page 48*)

PERSONAL SERVICE DIRECTOR Carol Parker tries to settle complaints within 24 hours. Here she confers with store supervisor Smith (left) and chief store supervisor Selby

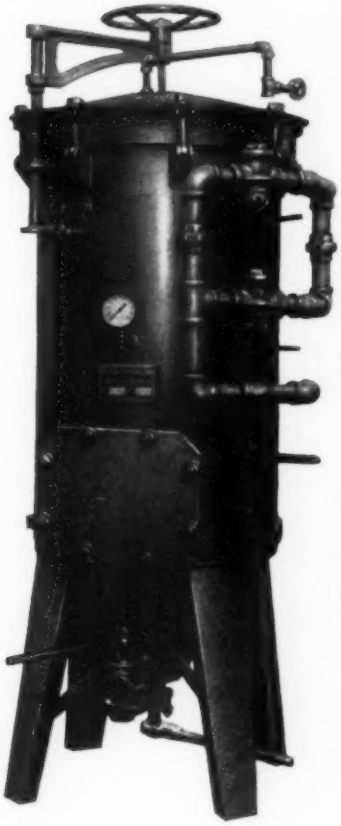
Communication

One thing that Ed Miller does faithfully each week is to prepare a message to all the employees, to be enclosed in the pay envelopes. It has gone far in bridging that gap that usually exists between employers and employees in many large businesses. Although the message is rarely over 100 words in length, Ed will devote a half to three-quarters of an hour to preparing it.

The subject matter runs the gamut of interest to employees: announcements of all changes affecting them, introduction of new services, new stores, bouquets from customers, health and safety precautions, new sales promotions, bouquets for outstanding department achievements, reports of conventions visited, etc. However, while the theme is widely varied, the common thread running through them all is that the customer is the boss.

This care exercised in writing the messages pays in the personal tone achieved. The employees read and take an obvious interest in them. Various persons will stop Mr. Miller on the floor to comment about something he has written. Once, when through unavoidable causes several weeks passed without these messages appearing in the envelopes, a considerable number of employees remarked about it. As one commented, "*We* like to know what *we're* doing!"

OLSON "2-LEVER" ACTION CLEANS FILTERS up to 60 TIMES FASTER!



ELIMINATES WASTED HOURS OF DIRTY, MESSY WORK

Does the job automatically in minutes and without mess . . .

You're the judge! Can you *afford* to continue to make your employees clean filters the dirty, messy, time-and-money-wasting OLD WAY . . . the way that takes up to 60 times longer? OLSON Tubular Screen filters . . . and *only* OLSON . . . have "2-lever" action, which means you can *stand by and watch* as the filter screens are cleaned automatically . . . without scraping, without mess. Send for your free folder, which not only shows HOW Olson filters work, but WHY they work better than any others.

NO shutting down
NO changing bags
NO dismantling
NO shoveling
NO scraping
NO wasted motions

OLSON

FILTRATION ENGINEERS

1624 N. KILBOURN CHICAGO 39, ILLINOIS

Mr. George Olson
Olson Filtration Engineers, Inc.
1624 N. Kilbourn
Chicago 39, Ill.

Please send me your FREE FOLDER on the New OLSON filter. I understand there is no obligation.

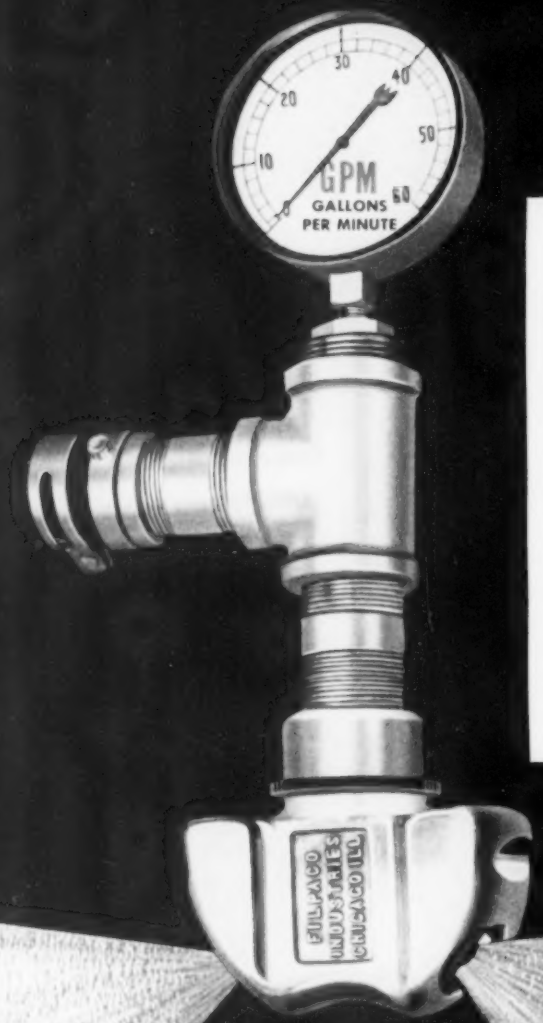
Plant Name _____

Address _____

City _____ State _____

By _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER



IMPORTANT!

If your plant setup is such that you cannot install washer-extractor machines or extractor-rinse heads, contact Adco for information on the use of light-colored Dri-Sheen in the heavy 2% charge without rinse. The quality of cleaning obtained is unbelievable.

52 Dry Cleaning Engineers

at your disposal
to demonstrate the
"heavy 4% Charge" to you . . .
in your plant,
on a guaranteed basis.

Adco, INC., Manufacturing Chemists Since 1908
Sedalia, Mo.

4% CHARGE EXTRACTOR-RINSE

Adco's New "Perfect Balance" Extractor-Rinse Spray Head

Adco's Perfect Balance Spray Head for use with the extractor-rinse has only two jet spray nozzles. Perfectly engineered so that no matter what size the extractor is, it can be so placed that an absolute equal amount of solvent sprays to opposite sides of the extractor at the same time, assuring smooth, balanced operation of your extractor with no additional load on your motor, which is oftentimes caused when the spray is inefficiently distributed by spray heads which are not perfectly balanced. Engineered so that it will not spray outside of the basket in any manner. No flanges on extractor lid necessary.

4% CHARGE WASHER-EXTRACTOR COMBINATION

Adco's 4% Charged System with New, Light-Colored Dri-Sheen

New, Light-Colored Dri-Sheen is "tailor-made" for use with the heavy 4% charged system, whether it be with the extractor-rinse method, or ready-made washer-extractor equipment, or the 2-washer, 2-filter combination. Due to Dri-Sheen's make-up it rinses much easier and more completely than any other charge soap. This easy rinsing feature alone makes Dri-Sheen superior for use in the heavy 4% charged system. No chance of leaving soap in your garments, with the resultant hazards. You are assured of bright, clear, soft garments when you use Dri-Sheen with the extractor rinse, or washer-extractor combinations, or 2-washer, 2-filter combinations. Equally important new Light-Colored Dri-Sheen gives absolute moisture control because of its faster and more complete absorption of moisture used.

Call, wire or write ADCO for complete directions for "heavy 4% Charge" usage in:

1. Extractor-Rinse Operation.
2. Washer-Extractor Combination.
3. 2-Washer, 2-Filter Method.

SINGLE-OPERATOR, through-the-unit finishing is demonstrated by the supervisor of the finishing department. Responsibility for the complete finishing job is also made clear by a tag placed over the neck of the garment hanger. Each tag is preprinted with the individual operator's own number

SPECIAL DEPARTMENTS for different types of garments are well publicized by Spic and Span, which suggests handling is like famous medical clinic where specialists are prepared to deal with each particular problem. Large volume handled permits specializing as fine as separating men's and ladies' topcoats

RE-SPOTS DON'T RETURN to spotting department; are handled by separate spotter, most of whose work involves stains developed in finishing. (Quotas of re-spots recorded against it keep spotting department from letting toughies go through.) If stain won't come out here, garment must be cleared by personal service inspector

(Continued from page 44)

lengths to satisfy a customer, reprocessing a garment several times, if necessary, without extra charge.

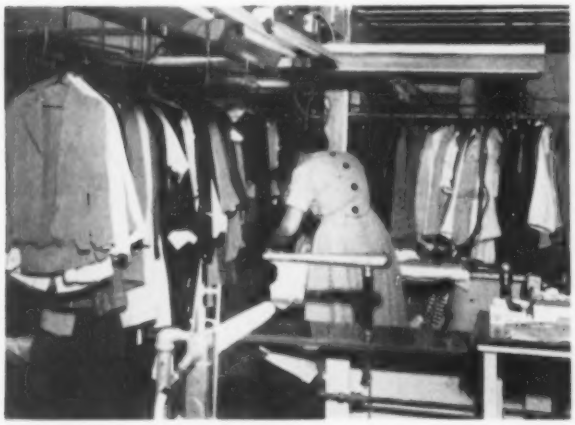
Same Man Checks Cost and Quality

As the Cap'n on Showboat used to say, "That's only the beginning!" Spic and Span goes an extra step further in quality control. It has a man on the supervisory staff whose dual function is cost control—and quality control.

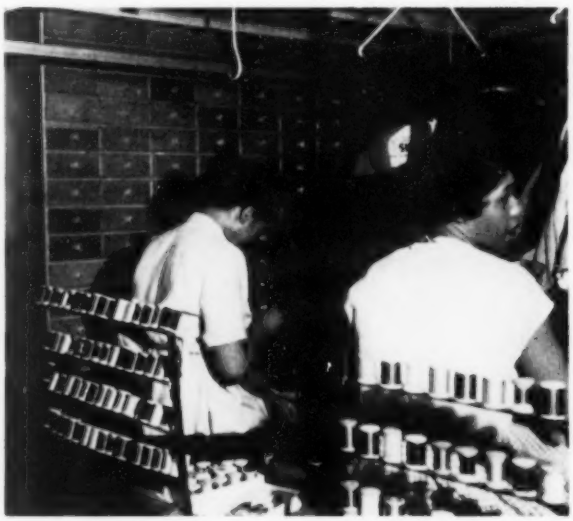
By combining these two normally conflicting functions in one person the company gains a realistic balance. At the same time it reduces the need for top management to step in constantly as an arbitrator between a cost supervisor and a quality supervisor.

The cost-control function is applied *daily*. That's the virtue of having a specialist in that field. Thus he reads, studies, investigates, and reports trends on a day-to-day basis. This regularity is the basis for effective cost control, since he is not distracted by emergencies and pressures that force a production superintendent to set aside cost figures when the heat's on elsewhere.

(Continued on page 50)



HAND-CRAFT FINISHING is a small separate department for the fanciest garments of Spic and Span's fussiest customers. Here every garment is mothered without regard for cost in time or labor



RE-COVERING BUTTONS is a popular service offered by Spic and Span. Hard-button supply cabinet runs from floor to ceiling. Minor repairs are important part of Orchid Service

PARA-LUX

Holds up to 12 neckties by tension without wrinkles or pin holes. Preserves perfect finishing.

TI-RAK

Keeps ties safely protected over Ti-Rak. Fine quality, heavy white kraft with sales-compelling message.

TI-BAG

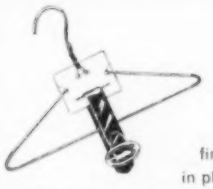
Allows easy separation of garments on racks, either alphabetically or numerically. Hangs on racks just like garment hangers.

RAK GUIDE

HANGER COVERS

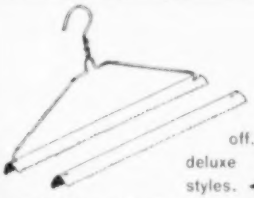
Scientifically designed to create a cushion of air at neck and shoulders, thus fully protecting the final pressing operation. Self-sealing. No pins or staples required. Cannot fall off hanger. Quick, simple to use. Available with individualized advertising message.

PARA SEAL



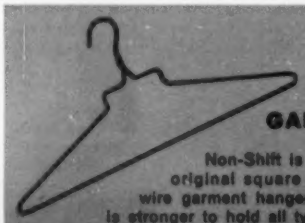
Holds belts or single neckties firmly in place without pins by locking securely in place over hanger hook.

BELT ZIP



No lint rubs off. Standard and deluxe styles. Slotted ends fit all standard size wire hangers. Holds trousers smooth.

TROUS GARD



GARMENT HANGERS

Non-Shift is the original square top wire garment hanger. It is stronger to hold all types women's and men's garments. It anchors the garments in properly centered position, protects careful finishing and holds proper shape at all times.

NON SHIFT

Packaging helps for extra repeat business!

Perfect service demands perfect packaging. And you are certain of perfect packaging and proper protection for your services when you use PARA-LUX *Packaging. Leading dry cleaners and launderers have found that* PARA-LUX *helps to build extra business, too. Let us send you samples and prices on timely, effective, colorful, sales-promoting* PARA-LUX *packaging specialties. You'll soon learn the difference at your own cash register!*

COLLAR SUPPORT

Greater operator output is easy with this amazing collar support that prevents distortion and breakdown of collar. It is quickly inserted inside the collar band to remain in four-way, locked position.

WING LOCK

Lincoln Bag Company, Inc.

Para-Lux Products Company

4200 WEST SCHUBERT AVENUE • CHICAGO 39, ILLINOIS

PACKAGING

AUTOMATIC CONVEYOR CONTROL checked by plant engineer Carson Russell. It permits three feeder conveyors from finishing department to run successively for three minutes each, with a minute's wait between runs to permit the main conveyor to clear

SHIRT PACKAGES are shelved in partition back of counter. Notice type of grille work or screening. All due-date placards are hung on a hook, rotated each day

(*Continued from page 48*)

The quality-control function is also applied *daily*, with the same effectiveness. Spot checks are conducted frequently on garments that have already passed inspection and are on the way to the shipping department. While most of these are made by the control officer, some are conducted at his direction by production department supervisors to help them keep in touch with the quality level in the work for which each is responsible.

Because the quality requirements are stringent, none of the production departments is successful in getting 100 percent quality ratings on the basis of these spot checks. Ninety percent is "passing." If the rating drops below 90 top management starts asking questions, which means that the production supervisors tighten up on quality when the ratings are 95 percent.

The most convincing evidence of where the emphasis lies between costs and quality at Spic and Span occurred as the writer watched three different super-

SEVERAL ADDITIONS to the original plant are shown here. The interior walls have been broken through to give an uninterrupted workflow within the plant

ORIGINAL BUILDING in Milwaukee is filled to capacity. Upper row of glass brick set in outer wall of second-floor storage vault to balance lower windows is purely decorative. Plant store is one of four offering five-hour service

EXECUTIVE OFFICES were crowded out of plant, combined here with large store and route shipping, marking and assembly. Loading is from space on alley behind building

EXECUTIVE-OFFICE STORE shows effect of mirrored wall. Mirror in window is for telephone-receptionist. Back partition is large-mesh yellow metal screening. Blue-jumper-and-white-blouse uniforms were chosen by the Mrs. Miller and Plous

COLUMBIA

Automatic PERCHLORETHYLENE UNIT

NEW MODEL ONE-HUNDRED

DESIGNED WITH *YOUR PROFIT* IN MIND

LOOK AT THESE FEATURES:

- ★ First manufacturer of synthetic equipment
- ★ 25-30 pounds per load—4 loads per hour
- ★ 125 gallons solvent storage capacity
- ★ Washes, drains and extracts automatically
- ★ 36 x 24 solvent recovery tumbler with Automatic water and cylinder cut-off
- ★ Two-bath method optional
- ★ Hopkins 2100 gallon filter
- ★ 90 gallons extra storage capacity in still
- ★ New dustproof-foolproof control panel

Valuable Distributor Franchises Available—Write for more information today

COLUMBIA APPLIANCE CORPORATION

Serving the industry over 25 years

47-47 35th St., Long Island City, 1, N. Y. **Phone STillwell 4-1922-1923-1924**

When writing to advertisers please mention The NATIONAL CLEANER & DYER

NEWEST BRANCH STORE, with corner location near hospital. No matter what the age of the building, Spic and Span's crisp blue-and-yellow trim makes each store as modern as tomorrow

ATTENTION FACTOR of neon-lit Spic and Span store on main street is as good as for a billboard. It has the added merit of producing revenue as well

visors. Each came to the plant office to check the previous day's records. Each man looked *first* at his quality report, *then* at the cost statements.

Broken-Promise Record

Another closely watched record sheet is the "broken-promise record" compiled for each day. It shows the number of quality promises "broken" because of comebacks or do-overs. It also shows the number of items not delivered to the stores or the drivers' racks in time for them to be picked up by the customer or delivered when promised.

Spic and Span feels this combination of right quality and right time is the key to customer satisfaction. If a garment is ready when promised there is little need for fast service. But **if the garment is inferior quality—it isn't ready!** The customer will be inconvenienced either by waiting for a do-over or by having to wear a garment that doesn't look right.

Therefore, this broken-promise record gets the greatest attention of all the plant's quality controls. All the others are within the family, so to speak. The trends they show can be corrected before the customer is aware of them. But when this broken-promise record begins to get marked up the action starts right now. The "boss," Mrs. Customer, is being affected!

Quick Service Available

There is quick service, at a small extra charge, for those who really need it. The regular service is Monday-Thursday, Tuesday-Friday, etc. If a customer wants one-day service—in today, out by four tomorrow—the garments are flagged with long red tags replacing the regular marking tag and preprinted with the day on which they are due out.

These garments go into red duffel bags (all other garments are in khaki ones). At the plant the red-tag specials get precedence over everything else. It is the responsibility of the department supervisors to clear the red tags on schedule.

In four of Spic and Span's stores (including the plant store and the executive-office store) a five-hour service is available. However, its regular service and one-day service have proved so dependable that there is almost no demand for this five-hour service.

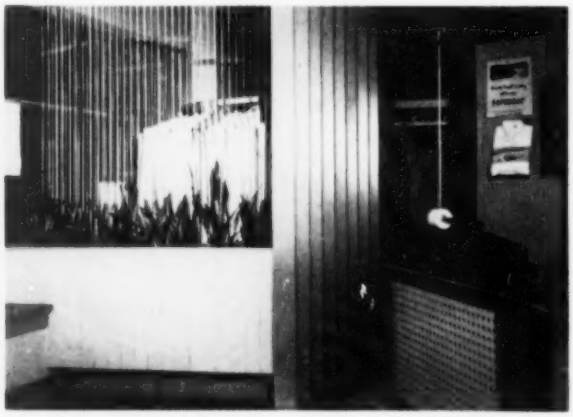
The management claims this is partly because Milwaukee citizens are credited with being more deliberate and orderly planners than some others (like New Yorkers, for instance!—Ed.) However, from experience in watching other drycleaning operations we believe the dependability of regular services virtually eliminates the demand for quick service in almost any community.

Which brings us in a full circle to our original contention that morale is good at Spic and Span because everybody is actively working in the same direction of pleasing the customer. The sales personnel know they can depend on the plant and vice versa.

The store girls work on a bonus arrangement. Thus, like the routemen, they are "in business for themselves."

(*Continued on page 56*)

FOOT-HIGH SHELF supports counter sections. Small sections provide flexibility in design of counter, making rearranging or moving easier. All stores have photoelectrically operated bells that call the store girl when a customer breaks the light beam



HEIGHT SUGGESTED by partitions of two-by-fours and of white-painted rods or heavy wires. Same architect designs all stores, fits all improvements into common design stamping all stores. Improvements are then incorporated in older stores as part of maintenance program

If ever a truck was designed with the driver in mind...

this new Ford Truck is it! New "DRIVERIZED" design cuts driver fatigue. New easy handling saves work and time getting around in tight spots. These and many other TIME-SAVING features in the all-new Ford Trucks help get jobs done fast.

Time is money! Today's truck owners know it. Ford Truck engineers know it. That's why TIME-SAVING was a major goal in designing the completely new Ford Trucks for 1953. With scores of new TIME-SAVING features, the new Ford Trucks are made-to-order for your work.

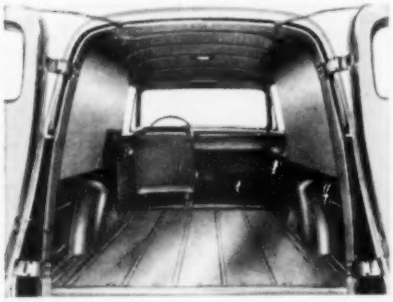
New "DRIVERIZED" design provides living room comfort, cuts driver fatigue. Helps save time by making driving easier in many ways:

Better visibility for instance. New one-piece curved windshield with narrow, swept-back pillar posts gives the driver a wider view of the road. There are bigger windows in the doors with comfortable "arm-rest" height sills. Together they offer an amazing increase in visibility.

For easier maneuvering in tight quarters, in parking, in traffic, or in loading and unloading, turning diameter has been considerably reduced. This was done by "setting back" the front axle, widening the front tread, and by improving the steering geometry.

Synchro-Silent type transmissions are now standard on all of the new truck models and at no extra cost. This means faster shifting and less truck momentum lost. The shift lever on all 3-speed transmissions is mounted on the steering column, where it is easy to reach.

HANDSOME, ALL-NEW 8-ft. Panel builds prestige for any business. Up to 155.8 cu. ft. load capacity. Choice of V-8 or Six and five transmissions including FORDOMATIC DRIVE and OVERDRIVE (extra cost).



NEW 8-FT. PANEL has roomy load space, big door opening, curved windshield, all-new styling. Deluxe (shown) features 17 "custom extras" at slight added cost.

Fully automatic drive is now available in Ford Series F-100 half-ton trucks at extra cost. FORDOMATIC is a great time-saving convenience. A gas-saving, engine-saving OVERDRIVE transmission is also available at extra cost in these models.

Only Ford gives you a choice of V-8 or Six in five different engines. For light-duty trucking, choose the new 101-h.p. overhead-valve "Cost Clipper Six" featuring high-compression performance and LOW-FRICTION design, or, the famous 106-h.p. Ford V-8, proved by billions of service miles. New Ford service accessibility makes engines much easier to get at.

And for '53, you have many more Ford Truck models to choose from in order to get the one *right* truck for your job. For instance, two new Parcel Delivery chassis in three wheelbases with forward located controls to take almost any custom-built body from 250-450 cu. ft. are designed for efficient, low-cost, door-to-door delivery. And, there's the handsome all-new F-100 Panel built to make deliveries fast, at less cost, and with ease and safety.

FOR COMPLETE INFORMATION on all or any of the new Ford Trucks, write: FORD Division of FORD MOTOR COMPANY, P.O. Box 658, Dearborn, Michigan. State your work and what type of truck interests you most.

Fifty Years Forward on the American Road

FORD *ECONOMY* **TRUCKS**

SAVE TIME! SAVE MONEY! LAST LONGER!

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Queen of the month
MIRIAM "Mimi" SMITH
Miss Pennsylvania 1952.

Dazzling whites . . . bright-as-new colors . . . fresh-smelling garments . . . that's the kind of cleaning that makes customers keep coming back for more. But to get these results, you've got to keep your charged soap solution free of impurities.

The sure way to remove bleeding dyes, fatty acids, and odors is to use Blue Label DARCO DC regularly. Start every day with DARCO DC in your filter—and you'll have clean, fresh solvent all day long.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

fit for a Queen

BLUE LABEL
DARCO DC
keeps charged soap solutions cleaner... without stealing soap

DARCO removes more impurities

Laboratory tests prove that DARCO sweeps out all types of contaminants better than any filter powder. And because DARCO has such high adsorptive capacity, a little of it does a lot of work!

DARCO removes more fatty acids: adsorbs from 2 to 10 times more odor-causing impurities than filter powders when used in very dirty solvent.

DARCO removes more color: even in small dosages, it takes out practically all traces of bleeding dyes.

DARCO saves soap and solvent

DARCO lets you remove impurities without removing soap, too. Some nationally advertised powders retain more than twice as much soap . . . up to twice as much solvent. Your savings mount up fast when you use DARCO.

For the best combination of all desirable purification qualities, choose Blue Label DARCO DC. And for best results in charged soap systems or any other dry cleaning process, use DARCO DC once a day EVERY DAY.

Eight leading soap manufacturers recommend DARCO DC

These comments are typical:

R. R. STREET—"DARCO is the best specific for adsorption of dyestuff and free fatty acids, without appreciable loss of soap."

ADCO—"Usually about 1 pound of DARCO per 100 gallons of solvent should be used periodically to keep the color of solvent up to its proper state."

DAVIES-YOUNG SOAP CO. — "We recommend the use of Blue Label DARCO DC for brightening and sweetening discolored solvent."

This new folder which gives detailed recommendations by leading soap manufacturers on the use of DARCO DC *in charged soap systems. Send for your copy today!*

DARCO

REG. U. S. PAT. OFF.

DARCO DEPARTMENT
ATLAS POWDER COMPANY
Darco General Sales Offices
60 EAST 42ND STREET, NEW YORK 17, N. Y.
ATLAS POWDER COMPANY, CANADA, LTD., BRANTFORD, CANADA

When writing to advertisers please mention The NATIONAL CLEANER & DYER

BEAUTIFUL SIGNBOARDS in rich orchid color, yellow and black. This one with clock faces busy cross streets from executive-office store

YELLOW UPPER HALVES snapped up original blue-and-white trucks, on advice of commercial artist

(*Continued from page 52*)

The incentive is all toward the best possible attitude to customers. However, the stores are also "shopped" by professional shoppers about four times a year and the different girls evaluated on the way they deal with customers. If any girls prove to be discourteous the bonus is withheld until they get straightened out.

The company has a staff of store supervisors, one to each five stores. In order that these supervisors may devote full time to training, and trouble-shooting when necessary, there is also an "inventory supervisor." It is her responsibility to check the store inventories regularly.

These store supervisors are all former Spic and Span store managers. The management is proud of the fact that every person in a leadership capacity at Spic and Span is "home-grown," having started at the bottom with the company—with one exception. He was hired in 1939 when the firm opened up in Milwaukee. A great deal of credit for the consistently high morale goes to the fact that employees know there's a chance for advancement at Spic and Span.

Another element is the management's flair for dramatizing what is normally dull routine in most plants. An example is the "housekeeping contest" held not long ago in the stores. For a month all the stores were inspected without warning at irregular intervals. Prizes were awarded on a weekly basis with grand prizes coming at the end of the contest period.

In a different type of contest Mr. Miller describes

FELT KANGAROO with removable baby in pocket, displayed in show window, promotes storage service

MOST-TALKED-OF service is umbrellas each store provides for people caught in rain. By coincidence, they're two dominant shades of orchid

Start NOW! to enjoy greater profits . . . more quality shirts per hour per operator . . . lower labor costs . . . with the . . .

NEW UNIPRESS CONSTELLATION 3-GIRL Shirt Finishing Unit

Starring the UNIPRESS AUTOMATIC ONE LAY SLEEVER...

PRODUCTION AND QUALITY HIT A NEW HIGH with the UNIPRESS CONSTELLATION, 3-GIRL SHIRT FINISHING UNIT!

The quantity and quality of shirts finished in the UNIPRESS CONSTELLATION UNIT is AMAZING . . . Now 3-girls can finish more quality shirts per hour, per operator . . . that means more profits to you because you use less floor space and have less operating expense.

The UNIPRESS CONSTELLATION SHIRT FINISHING UNIT features the new, automatic, one lay SLEEVER—it *irons* 2 shirt sleeves in one, quick, easy lay in only 6 seconds—cuts finishing time up to 75%.

Naturally the CONSTELLATION carries all of the famous UNIPRESS features . . . Glide Liner action, spring mounted bucks, finger tip controls and the unexcelled UNIPRESS engineering and construction.

IN ANY SHIRT SYSTEM...

The UNIPRESS ONE LAY SLEEVER is an important *labor saving, cost saving, profit building* unit with *any* installation. Substituting the UNIPRESS AUTOMATIC ONE LAY SLEEVER for the less efficient model in your present system will automatically CONVERT YOUR 4-GIRL UNIT, OR BOTH OF YOUR 2-GIRL UNITS INTO A 3-GIRL UNIT.

ACT NOW!

THE UNIPRESS COMPANY
2800 Lyndale Ave. S. • Minneapolis, Minn.

Send floor plans and complete information on

_____3-girl UNIPRESS CONSTELLATION shirt unit.

_____conversion plans for our present system.

Name_____

Firm_____

Address_____

City_____ Zone____ State_____

Manufacturers of Laundry Power Presses and Equipment

The UNIPRESS Company

2800 LYNDALE AVENUE SOUTH • MINNEAPOLIS

CARD-O-SIZE

Fill in name and sizes—carry in wallet or purse.

For.....
(Mom or Sister)

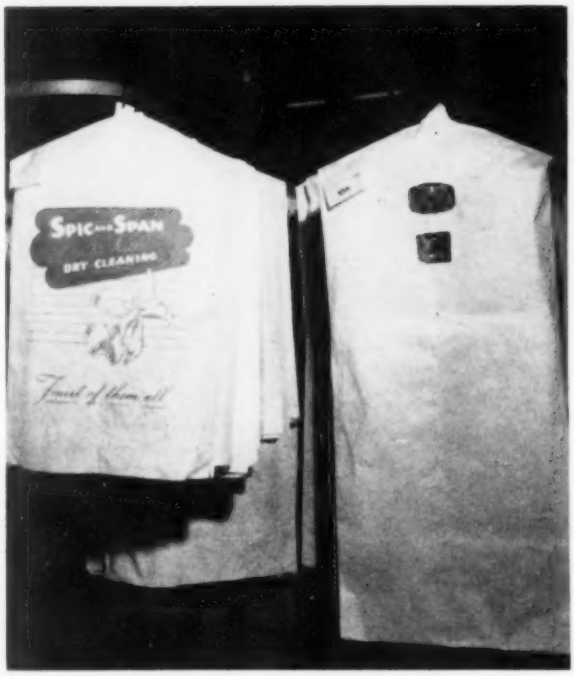
clothing	her size
HOSIERY	
GLOVES	
SLIPPERS	
BLOUSE	
SWEATER	
NIGHTGOWN	
PAJAMAS	
SLIP	
BASIC DRESS SIZE	
BASIC SUIT SIZE	

Fine Clothes Deserve Fine Care

SPIC-AND-SPAN DRY CLEANING

Copr. 1952, Spic & Span Dry Cleaners, Inc.

EVERY MAN SHOULD KNOW the proper clothing sizes of his womenfolk. Reverse of this card is listed for men's garments, including socks, gloves, slippers, shoes, shirts, sweaters, pajamas, waist, etc.



ORCHID SERVICE bag on left is good white imprinted in orchid color. Hand-Craft with window is unusually good parchmentlike paper. "Seal" is embossed label in blue, red and gold

a badly handled sales situation in some other business. He then offers three prizes to the three girls who best describe how such situations should be handled. We witnessed a contest in the making in a famous steak house as a waitress, hostess and restaurant manager successively told a customer he was silly. Twenty minutes before he'd been singing the praises of the restaurant, but he left without paying, and swearing to "warn" all his friends. Ed will describe the scene in more detail, and ask his store girls what they would have done.

Outstanding Sales Promotion

This flair for dramatizing is well demonstrated in the firm's advertising and sales promotion. Most spectacular, of course, is Spic and Span's 15-minute "Guess What?" quiz program. A panel of prominent persons are shown a photograph of part of an object and attempt to guess what the object is. For each correct guess five dollars is donated by Spic and Span to a charity. The specific charities are rotated weekly and the donation amounts sometimes to $50.

The show is exclusively Spic and Span's, which means the props and background leave no doubt as to the sponsor's identity. In addition, each week Harry Plous does a demonstration commercial such as rubbing drapes with a white handkerchief to show they need drycleaning. The program has been highly popular, with surveys showing about 15 percent of Milwaukee's households regularly tuned in.

The orchid has been well known as Spic and Span's symbol of quality drycleaning for years. Customers are well trained to ask for the "Orchid Service." Spic and Span's billboards and painted signs bearing the orchids are among the most beautiful in the country.

Drycleaners on occasion have distributed orchids to visitors at "open house" when starting a new store. A further step was taken by Spic and Span when a new

(*Continued on page 62*)

Hand-Craft Service

The adoption of Hand-Craft Service posed a peculiar problem at Spic and Span. Its regular Orchid Service is of such unquestionably high quality that it was doubted whether there was need for the Hand-Craft. The latter service is what its name suggests, literally handwork from beginning to end. It sometimes takes as much as an hour, for instance, to finish one man's suit on Hand-Craft Service.

However, it was recognized that people do have a few extra-fine garments on which they want the extra-fine touches—hand-finished linings, ironed pockets, micrometrically even cuffs, etc. It is truly a service for the most fastidious people, with tissue stuffed in arms and shoulders of suits and dresses to help retain the shape when the garment leaves the plant.

The tipoff on the merits of Orchid versus Hand-Craft Services is that even Messrs. Miller and Plous (who merely own the place) have most of their cleaning done on the Orchid Service, and put only their families' fancier clothes through the Hand-Craft department! Frequently both drivers and salesgirls will suggest to a customer *not* to put a particular garment through the Hand-Craft Service because they feel Orchid Service will do it full justice.

There has been little promotion of the Hand-Craft Service since its inception two years ago. Nevertheless it has been growing steadily as customers recommend it to their friends.

Just in case you missed the BIG PROFIT NEWS...

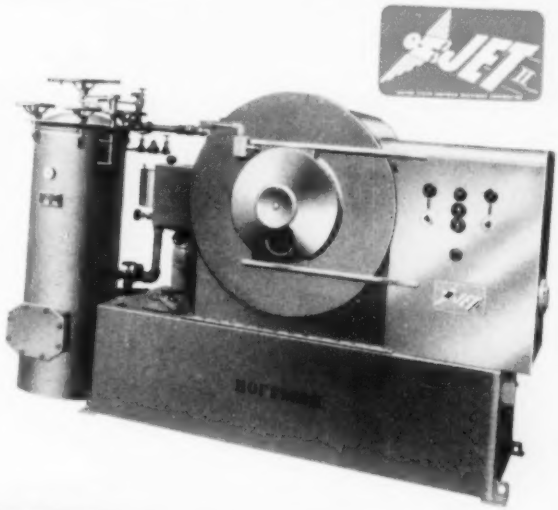
BULLETIN

NOW THERE ARE HOFFMAN H-JET MODELS FOR PETROLEUM SOLVENT OPERATION

BULLETIN

The Hoffman H-Jet II is available in your choice of three types:

1. Manual Control Washer-Extractor
2. Automatic Washer-Extractor Unit, complete with Filter and Solvent Piping (Illustrated)
3. Automatic 2-Bath Washer-Extractor Unit, complete with Filters and Solvent Piping for Charge System requiring separate rinse



BULLETIN

ONLY HOFFMAN H-JETS GIVE YOU REVOLUTIONARY OPEN-POCKET WASHING. 700 R.P.M. EXTRACTION WITH EXCLUSIVE SELF-BALANCING

BULLETIN

PROCESSES 35-POUND LOADS IN 36-INCH OPEN-POCKET CYLINDER

COMING SOON! H-Jets For 70-Pound and Larger Loads

TOPS IN VALUE ...SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Here's the answer
for a
Genuine Charge Soap

Caled's New

The Soap Designed for

With the same expert "know-how" that has characterized the development of all Caled products, Cal's Charge has been plant tested, field tested and "matched" against other so-called charge soaps . . . against "gadget" developments to try to make these soaps work. Result:

Cal's Charge

The soap that challenges all competition. . .
The soap that gives you just plain wonderful cleaning.

THERE'S A CALED PRODUCT FOR EVERY DRYCLEANING OPERATION

When writing to advertisers please mention The NATIONAL CLEANER & DYER

CAL'S CHARGE

CHARGE SYSTEMS

CAL'S CHARGE

Good enough to measure up to Caled's exacting standards is too good for you to miss

A soap designed and compounded especially for charge systems, Cal's Charge features advantages which are offered by no other charge soap.

Useable in all solvents and all systems and soluble in all concentrations, Cal's Charge is absolutely guaranteed not to produce static build-up. Likewise, on any charge concentration, there is no filter pressure. The charged solvent is light in color and sweetener powders can be used to keep fatty acids and color of solvent under proper control.

The problem-free efficiency of Cal's Charge assures better cleaning at less cost. You have less classification troubles; clothes can be run as they come into the plant, with no lint problems. Without rinsing, Cal's Charge is useable as a 1% charge; it turns out unexcelled work in a 4% charge, with rinsing.

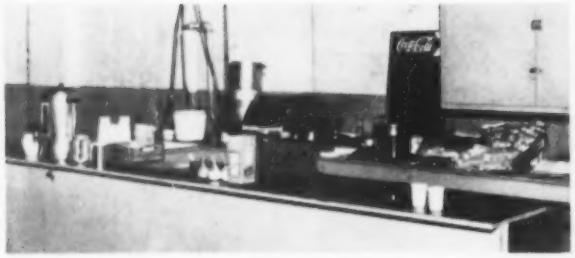
Test its ability against any competition and you'll find that Cal's Charge stands unsurpassed for less wetcleans and less spotting. Clothes come clean on the first cleaning. No soap stains and no "do-overs" due to spots being covered up and showing up on pressing. Whites are really white and colors come through with that back to their original new look — with no oily feel and no harshness—even when not rinsed.

Unlike other so-called Charge Soaps, Cal's Charge requires no "gadgets" to make it work, and no special techniques, because

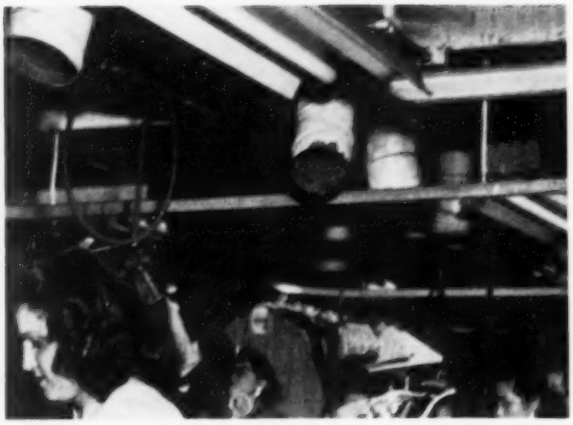
Cal's Charge Clean-Ability is built into the soap

CALED **PRODUCTS CO., INC.**
BRENTWOOD, MARYLAND

When writing to advertisers please mention The NATIONAL CLEANER & DYER



COFFEE ON THE HOUSE, reasonable prices on the food for lunch and for two breaks per day. Any profit here, all profit from soft-drink machines, miscellaneous minor income from any source build kitty (employee-administered) for employee picnics



HOT SPOTS COOLED with separate damper-controlled outlets for each machine. Here shown are two of the three outlets in a silk unit

(*Continued from page 58*)

store was opened adjacent to three hospitals. On opening day an orchid was sent to every nurse and to every female patient in each of the hospitals. The reaction was so immediate and spontaneous—from patients, nurses and hospital officials—so heart-warming as to lift the whole episode out of the realm of sales promotion to that of sincere good-neighborliness.

It is a touch that affects many things Spic and Span does. Like the umbrellas, for instance. Every Spic and Span store has a little stock of orchid-colored umbrellas out where customers can see them. Anybody who is caught out in a shower is invited to borrow one of Spic and Span's orchid umbrellas. All the borrowers have to do is sign for them. Nor do they have to be customers. A visitor from Oconomowoc some miles away borrowed one at the suggestion of a friend, promising to mail it back to Spic and Span.

The company uses most of the regular sales promotion media according to which one fits its immediate purposes—newspaper advertising, handouts in the stores, direct mail and occasionally inserts or pocket stuffers. Harry Plous conducts a once-a-week "column" in the Milwaukee *Journal*, entitled "Let's Talk Fabrics." In it he discusses different phases of fashions and fabrics, with particular reference to drycleanability, all in layman's terms.

We mentioned at the opening of the article a survey conducted by Spic and Span, in addition to the newspaper's survey. Ed Miller conducts customer surveys annually, as a way of keeping sensitive fingers on the customers' collective pulse. (The results of the Milwaukee *Journal* survey were therefore no surprise to Messrs. Miller and Plous, as the percentages differed very slightly on comparative surveys.)

One might ask, since the annual surveys show that 75 percent of Spic and Span's new customers come from recommendations by satisfied customers, why does the company go in for such extensive sales promotion? The management's answer is simple: to put the prospects in a receptive frame of mind. When a customer suggests to a friend that she send her cleaning to Spic and Span, they want the prospect to reply, "Oh, yes, do you really like them?" not "Who's that? I never heard of them."

It has been difficult throughout this discussion to separate "what's being done" from "who's doing it." The Spic and Span personnel compose that indefinable body often referred to as a team. The teamwork they show is the kind of cooperation, the backing up or bucking up that wells upward in a "happy plant." It is reflected in the way the lowliest employee answers a question smilingly without looking over his shoulder for the boss, yet keeps on working steadily.

We believe it is because every person in the organization is sold on the sincerity and good intention of the bosses, Ed Miller and Harry Plous. But particularly, they are sold on the belief that they *and* Ed and Harry are really working for the customer. Contrary to the picture at the head of this story they are sure she's no "dummy," because she believes, as each employee believes, in the company slogan that the customer has a right to "expect more, and get more, at Spic and Span"! # #

BEHIND THE SCENES in stores and plant are signs to remind everybody, employees and bosses alike, that production does not come first

It's check-up time for Wilson "GO" products

Check now...see which of these famous products you need to step up your stain removal score

☐ **YellowGo** . . . all-purpose titanium-type liquid dye stripper for safe removal of fugitive dye stains of *any color*, from *any fabric*. Takes one color from another . . . doesn't whiten off-whites . . . works slow or fast, hot or cold.

☐ **TarGo** . . . action-loaded wet or dry spotter with more stain-removing "kick" than any other product you've ever used. Use it full-strength to knock out the real tough stains, diluted for faster removal of average stains. Ideal for "lipstick and ball pen ink loads."

☐ **InkGo** . . . quick-action oxidizing bleach that restores sparkling whiteness to greyed or yellowed fabrics—silk, rayon, linen, cotton, wool, etc. Removes fades from *oxidizable* dyes which do not respond to reducing strippers like *YellowGo* and *ColorGo*.

☐ **ColorGo** . . . powdered stripping, bleaching and spotting agent for removing colors that have run, bled or printed off. Especially good for *black* dye fades and stains from silver nitrate and iodine. Also used in combination with *InkGo* as neutralizer.

☐ **RustGo** . . . power-packed multi-purpose rust remover in the big, economical 20-ounce plastic bottle. Good for fruit stains and recommended for use in combination with *YellowGo*, *InkGo* and *ColorGo* in various stain removal, stripping and bleaching operations.

☐ **QwikGo** . . . lightning-fast protein digester for albuminous stains like mustard, blood, cream, egg, coffee, tea, salad dressing, soft drink, yellow stains, etc. Works right on the board, eliminating time-consuming digester bath. Stands up under heat.

☐ **SpotsGo** . . . "flotation-action" general spotter for paint, oil, grease, etc. Used wet or dry, *SpotsGo* penetrates the heart of the fiber to float out inert, insoluble stain substances. Unexcelled for removing paint, other deeply embedded stains.

☐ **DroGo** . . . volatile dry spotter for "touch-up" spotting. Removes catch-soil and light solvent-soluble stains that show up after cleaning — stains that occur in handling or were missed in spotting. Feathers out readily, evaporates completely, leaves no odor.

☐ **SoGo** . . . penetrating agent that steps up soil and stain removal performance of soaps used in wet cleaning, laundering and shampooing. Has high solvent and detergent properties to float out oily and greasy stains without affecting tensile strength of fabric.

☐ **RadGo** . . . powdered writing ink remover that gets out the "impossible" stains. Reasonably safe to colors, *RadGo* may be used on all fabrics except pure silk and light-color wools. Easy to use. Works fast.

Wilson "GO" products go further...do more

Order them from your jobber today

A. L. WILSON CHEMICAL CO.
Kearny, N. J.

25TH YEAR

When writing to advertisers please mention The NATIONAL CLEANER & DYER

ASSOCIATION NOTES

Ohio Course Well Received: The third divisional spotting school sponsored by the Ohio State Association of Cleaners & Dyers was held April 25-26 at Strater Cleaners, Toledo. Subjects covered in the 12-hour course included fabric construction, proper use of chemicals, spotting precautions, treatment of various stains, bleaching, demonstrations of stain removal and handling difficult fabrics. A slide talk on the last was also presented. Emphasis was placed on possible damage resulting from "overhandling" of fragile fabrics.

Charles B. Truxal, executive secretary of the group, reports that the same school will be presented in Columbus, Cleveland, Akron and Youngstown.

# #

Group Promotion Launched: The Ventura County (Cal.) Cleaners Association has appointed Taylor Host Inc. of Los Angeles to handle its advertising program, it was reported by President Frank Bullard, owner of Frank Cleaners in Santa Paula. The program will be educational in nature, and will use newspapers and point-of-sale media in Ventura, Oxnard, Santa Paula and Camarillo.

# #

Fabric Clinic at Cleveland: A large attendance of drycleaners and department-store buyers and adjusters was present at the clinic and demonstration on synthetic fabrics held by the Cleveland Cleaners Institute on April 30.

E. G. Eckerman, vice president and director of research of the Davies-Young Soap Company, demonstrated with a large display of fabrics. With the cooperation of Esquire's *Apparel Arts*, a brochure on the content and uses of man-made fibers was made available to all in attendance. Swatches of fabrics, man-made and blends with natural fibers, were provided for members of the audience by The Deering Milliken Co. and Dan River Mills, Inc. The demonstrations and Mr. Eckerman's talk were followed by a question-and-answer period.

According to Ben Orlove, president of the Cleveland Cleaners Institute, and John Hayek, program chairman, unusual interest in the meeting was shown by the attendance of all major department-store people. Another guest was Miss Helen Robertson, home economist of the Cleveland *Plain Dealer*.

Local Meetings: The April meeting of the **Northwest Arkansas** Cleaners and Dyers Association, held at Chickenlittle, was attended by about 100 members. Paul Jacobsen of the Wallerstein Company presented his fabric demonstration.

About 50 members attended a district meeting of the **Iowa** State Cleaners & Dyers Association, held recently at Oelwein. The group toured the plant of Modern Cleaners, and heard talks by Emery Kelly, Iowa City, president of the state association, and Merle McGowan, Waterloo, past president.

The Mid-Western Division of the Dry Cleaners Institute (**Ontario**) was host to the Niagara District and Hamilton Divisions at a meeting in Kitchener. The visitors toured plants in Kitchener and Waterloo. A discussion of advertising was featured at the April meetings of the Sarnia Division and of the Windsor Division. The charged system was discussed at the Kawartha Division April meeting, held at Peterborough. A successful April meeting was also held by the Bay of Quinte Division.

# #

Local Election: At a recent meeting of the **Essex County (Ontario, Can.)** Cleaners Association the following officers were elected: R. J. Rivard, Rivard's Cleaners, president; S. Hillman, I.X.L. Cleaners, vice president; R. Durham, Modern Cleaners, secretary, and A. Olivastri, Guarantee Cleaners, treasurer. It was reported that the distribution to local retailers of the "Fabric Facts" bulletin obtained through the Canadian Research Institute was being very well received.

# #

Change in Michigan Association: It has been announced by the Michigan Drycleaners Association that a new association is being formed which will operate under the name of Drycleaners Association of Michigan, Inc. The new association will continue to perform the same services for the members.

The decision to form a new organization was made by the board of directors, executive committee, and president E. L. Messenger to clear up a tax problem. As reported in the group bulletin, the Department of Internal Revenue had ruled that the old Michigan State Association of Cleaners & Dyers, Inc. (recently renamed

FABRIC CLINIC of Cleveland Cleaners Institute addressed by E. G. Eckerman, vice president and director of research, Davies-Young Soap Company

The World's Finest Air-Operated Drycleaning Press

to be the finest, an
Air-Operated Drycleaning Press
MUST have a Hydro-Air Power Unit!

PANTEX MANUFACTURING CORPORATION • PAWTUCKET, RHODE ISLAND

MANAGEMENT CLINIC, held in Flint, Michigan, was sponsored by Michigan association, presented by Bob Cowie, Dick Shanbarker and Chuck Brown, of NID's management school

Michigan Drycleaners Association) was not a tax-exempt organization from 1942 to 1945 because of a by-law technicality. The group thus acquired a heavy tax claim which it has been contesting for several years. The new association will be free of all obligations which it has not itself incurred.

# #

NID Alumni News: Alpha Chapter (Washington, D. C.) of the NID Alumni Society has elected the following new officers: Milton Ehrenreich, president; Roger Carlsen, vice president, and Ted Chelis, secretary-treasurer. Mr. Ehrenreich was president of Rho Chapter when he lived in Baltimore, and Mr. Chelis is past president of Beta Chapter, Greater New York. Alpha members meet the first Thursday of every month.

The last spring meeting of Beta Chapter in New York City had as its guest speaker Ben March, editor of *Cleaning & Laundry World*, who discussed "Advertising for the Small Drycleaner." President Samuel Kaufman has announced an interesting series of meetings to start in the fall.

# #

Local Groups Organized: Drycleaners of **Luzerne County, Pa.,** met recently at Master Garment Cleaners, Kingston, to discuss plans for an organization. Temporary chairman is Peter Grimes, Master Garment Cleaners. The following committees were appointed at the meeting: Frank Zurinski and Andrew Economopoulos, organization; Peter Grimes and Chester Galazin, meetings; James O'Gorman and George Merrick, membership.

Drycleaners of Lake, Eagle and Garfield Counties in **Colorado** are organizing the **Western Slope** Dry Cleaners Association.

N.I.D. NEWS

General Course in July: The next 12-week general course at the Institute will begin July 6. According to the NID, the facilities for practical classwork are the finest in the 25 years of the school's operation. The cleaning plant has been completely revamped, allowing a smooth separation of instruction and productive functions. The plant area has also been enlarged, new equipment added, and a new spot-ventilation system installed.

While the practical dyeing classes have been discontinued, the course still includes the fundamentals of dyeing. The extra time will be devoted to a class in current industry problems, in which students will study problem garments.

Students receive thorough training in all phases of the charged system, and are kept abreast of developments coming out of the research department.

# #

De Hegh Joins Field Service: A new member of the Institute field technical service is Gene De Hegh, who will call on drycleaners in Montana, Washington and Oregon. Mr. De Hegh has been associated with the industry since 1915, and is well known to many drycleaners both here and abroad.

Mr. De Hegh was born into the drycleaning industry. One of the first plants in this country was opened in Wilmington in the early 1880's by his grandfather, who came here from France. Gene operated his own plant in Arlington, Va., from 1934 to 1942, and was active there in state association work. He was twice president of the Virginia State Association of Drycleaners, and was also treasurer of the Virginia, Maryland and District of Columbia Association of Launderers and Drycleaners from 1939 to 1943.

After selling his business in 1942, Mr. De Hegh traveled all over the world assisting foreign governments to establish drycleaning and laundry plants. In 1945-46 he took over the facilities at the Manhattan Project in Oak Ridge, Tenn., where he turned a loss of nearly three-quarters of a million dollars per year into a profit. He built and established a drycleaning plant in Paramaribo, Dutch Guiana, for that government in 1946-47, and made several other minor installations in the Caribbean area during that period. In 1948 he built a laundry and drycleaning plant for the Gulf Oil Company in Kuwait on the Persian Gulf, and followed with an installation for the Venezuelan government in Caracas.

# #

YOUR CLEANER IS YOUR CLOTHES' BEST FRIEND · NID · NATIONAL INSTITUTE OF DRYCLEANING · 1907

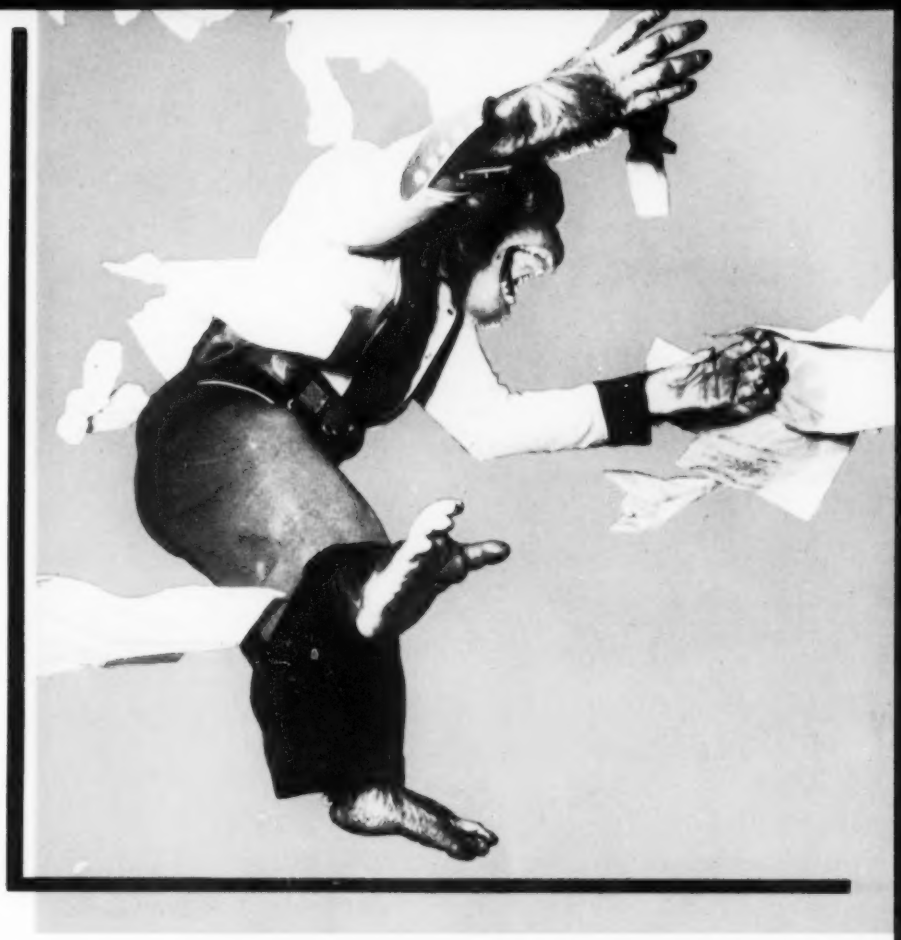
PLEASE NOTE change of name

New Membership Emblem: The NID has issued a new membership seal with the initials representing its changed name. The seal also incorporates the recently adopted Institute slogan, "Your Cleaner Is Your Clothes' Best Friend."

A new membership sign has also been designed, with a new color scheme in gray and gold.

UP IN THE AIR

about cleaning costs?



Here are some *DOWN-TO-EARTH* Facts!

No other cleaning process does as much to cut your overall costs as the new Detrex Two-Bath Process!

By virtually eliminating re-runs, wet cleaning and other cost-consuming monkey-business, it gives a real shot in the arm to profits.

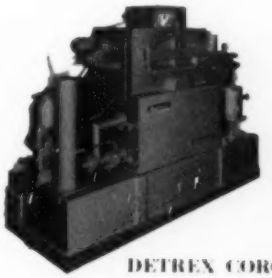
By removing all but a small fraction of the spots you normally spend money to remove by hand, the Detrex Two-Bath Process knocks the bottom out of high finishing costs. Not to mention how much more pleasant your business is without these headaches.

By simplifying quality control to the barest minimum, anybody can maintain highest quality with the Detrex Two-Bath Process . . . you are free to perform other duties in your shop that you're now paying someone else to do.

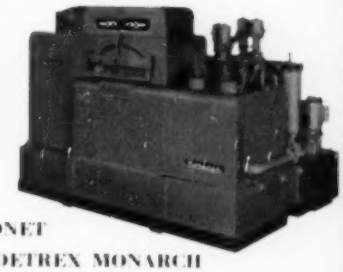
Original cost? . . . it's low enough that anyone with a minimum monthly wholesale bill can afford it!

These are just *some* of the reasons why no other equipment, no other development in the industry has ever resulted in the flood of orders that we are receiving for the Detrex Two-Bath Process. Just fill out the coupon on the back for the whole story . . . then you'll know why costs are down and take-home is up for Detrex operators today!

DETREX CORPORATION, Box 501, Detroit 32, Michigan, Dept. J-5



DETREX CORONET



DETREX MONARCH

The Monarch for 120 lb. hourly capacity; the Coronet for 80 lb. hourly capacity. The two-bath process for 3% to 4% strong soap-solvent solution is optional at extra cost on both units.

DETREX

The Process that Shaped the Industry

This could be YOU

ANOTHER TRUE DETREX SUCCESS STORY

Bert Parsons, owner of Flair Cleaners, 3090 Second Avenue, Detroit, Michigan, is a prime example of a man who is practicing what he preached—and with amazing success!

Born in Keokuk, Iowa, some thirty years ago, Bert has been a permanent resident of Detroit since the age of four.

Graduating from high school, Bert went to work for the Ford Motor Company,

enlisting in the Air Force in 1943. Check-out as a B-24 pilot, he served his tour of duty in England, attaining the rank of 1st Lieutenant.

After the war, Bert studied Business Administration at Michigan State for two and a half years. Returning to Ford, he worked in their accounting department until 1948, when an opportunity presented itself to join the Drycleaning

Division of the Detrex Corporation.

First hand exposure to the manufacturing and retail phase of synthetic drycleaning quickened Bert's enthusiasm for the Detrex package-plant operation, and he became one of its greatest boosters—so much so, that he opened his own Detrex package plant in February of this year.

Calling upon the invaluable experience acquired as a Detrex representative, he

literally began practicing what he had preached for four and a half years! Installing a Detrex Monarch Two-Bath Unit and offering one-hour service, he opened his package plant in a neighborhood that was being serviced by thirteen drop shops within a four-block square area.

The immediate impact of his opening was such, that from the very first day, his racks have been filled to overflowing, and his volume has steadily increased since.

Starting with one presser, he was forced to add another in five weeks. Running his machine ten hours a day, five days a week, Bert and his staff of eight are very busy indeed. The phenomenal success of this package plant has already started Bert planning his next plant. Practice certainly has not dampened the enthusiasm he displayed when he was preaching the story of the Detrex package-plant operation.

DETREX CORPORATION
Box 501, Dept. J-5
Detroit 32, Michigan

Please rush me without obligation complete details on the Detrex Two-Bath Process.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

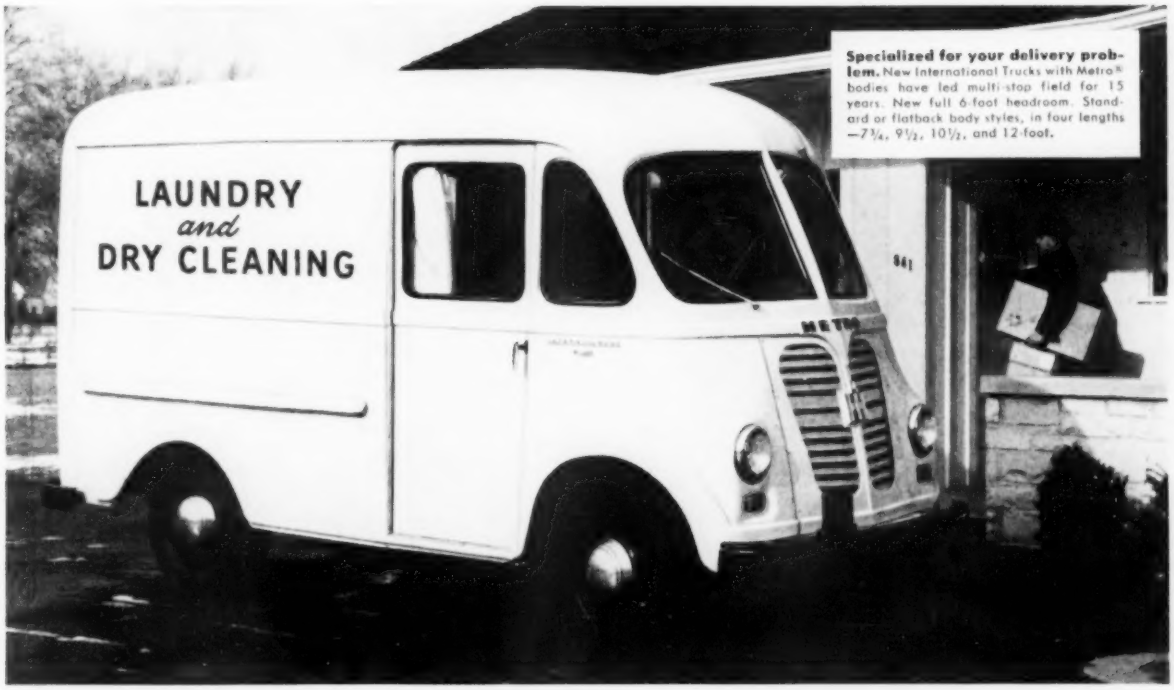
Detrex equipment is sold and serviced from coast to coast through a network of distributors.

These distributors have been individually selected by Detrex on the basis of "know-how" and ability to render top-flight service. Well versed in drycleaning in all its phases—trained to recognize and serve your every need—they stand ready to fill all your drycleaning requirements.

For the full Detrex Story, call upon the Detrex distributor in your area. Just fill in the attached coupon and mail it today. We will advise you of his name by return mail.

TAKE THE GUESSWORK

out of your truck buying



Specialized for your delivery problem. New International Trucks with Metro® bodies have led multi-stop field for 15 years. New full 6-foot headroom. Standard or flatback body styles, in four lengths —7¼, 9½, 10½, and 12-foot.

New Internationals are proved all 3 ways

You take the guesswork out of truck buying when you buy International trucks. They are proved all 3 ways to give the performance you want at the *lowest* cost:

1. **Proved BEFORE They're Built**—at the world's most advanced all-truck engineering laboratory. The results—longer truck life, reduced operating and maintenance cost—give you more truck for your dollar.
2. **Proved AFTER They're Built**—at the "Desert Whipping Post," 4000-acre Proving Ground in Arizona.
3. **Proved In SERVICE**—by America's most cost-conscious truck operators. Every new International truck embodies the advanced engineering principles that have kept Internationals the heavy-duty sales leader for 21 straight years.

See them. Compare them. Drive them. Ask your nearest International Dealer or Branch for all the facts.

America's Most Complete Truck Line

168 basic models from ½-ton to 90,000 lbs. GVW rating . . . 307 new features in the new R-line . . . 29 engines available with widest practical choice of gasoline, LPG or diesel power . . . 296 wheelbases.

INTERNATIONAL HARVESTER COMPANY • CHICAGO

International Harvester Builds McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Industrial Power . . . Refrigerators and Freezers

Better roads mean a better America

INTERNATIONAL TRUCKS

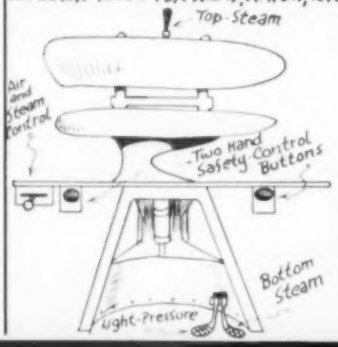
"Standard of the Highway"

When writing to advertisers please mention The NATIONAL CLEANER & DYER

25 YEARS AGO.. JUNE 1928

MORE PLANTS TURN TO 'PRE-SPOTTING' TO REDUCE STEAM-CLNG, WATER-SPOTTING & RE-CLEANS... WILL SAVE LABOR IN FINISHING SILKS WHICH WILL RETAIN SIZING, PLEATS AND FINISH.

AIR-DRIVEN PRESS NOW ON MARKET! REPLACES FOOT-POWERED PRESS... PRESSURE RANGES FROM 'FULL-PRESSURE' TO 'MEREST-TOUCH' FOR SILKS, RAYON, ETC.



SANITARY CLNG SHOPS, INC., CHICAGO, ILL., ANNOUNCES AL CAPONE, NOTORIOUS GUNMAN, TO BECOME PARTNER.... HOPE MOVE WILL END SLUGGINGS & BOMBINGS WHICH HAVE PLAGUED FIRM FOR THE PAST 10 YEARS.

10 YEARS AGO.. JUNE 1943

"WOMEN'S WEAR", IMPORTANT DAILY PAPER OF GARMENT INDUSTRY, FEATURES NADC PUBLICITY RELEASE ON CLEANERS' WARTIME PROBLEMS.

"Cleaner's War News"

1. WLB AUTHORITY NEEDED FOR WAGE INCREASES OF MORE THAN 40¢ HR.
2. STOCK UP NOW ON NEXT WINTER'S COAL.
3. HAVE TIRES RECAPPED BEFORE THEY GET BEYOND RECAPPING POINT.
4. YOU CAN NO LONGER APPLY FOR PRICE RAISE DUE TO "SPECIAL CIRCUMSTANCES".
5. LIST IDLE MOTORS WITH "USED MOTOR UNIT" AND APPY TO IT IF YOU NEED ONE.
6. EASTERN CLNRS MUST CUT GASOLINE USE BY 40 PER CENT.
7. USERS OF BUNKER 'C' AND #5 OIL CAN NOW USE UNRATIONED RECLAIMED-OIL.

CALIF. CLNRS ASSOC. FOUNDED 1918. HOLDS RECORD AS OLDEST STATE ASSOC. IN CONTINUED ACTIVITY... J.W. MUSSELMAN HAS BEEN SECT. EVER SINCE FOUNDING!

HELP! HELP! POLICE!

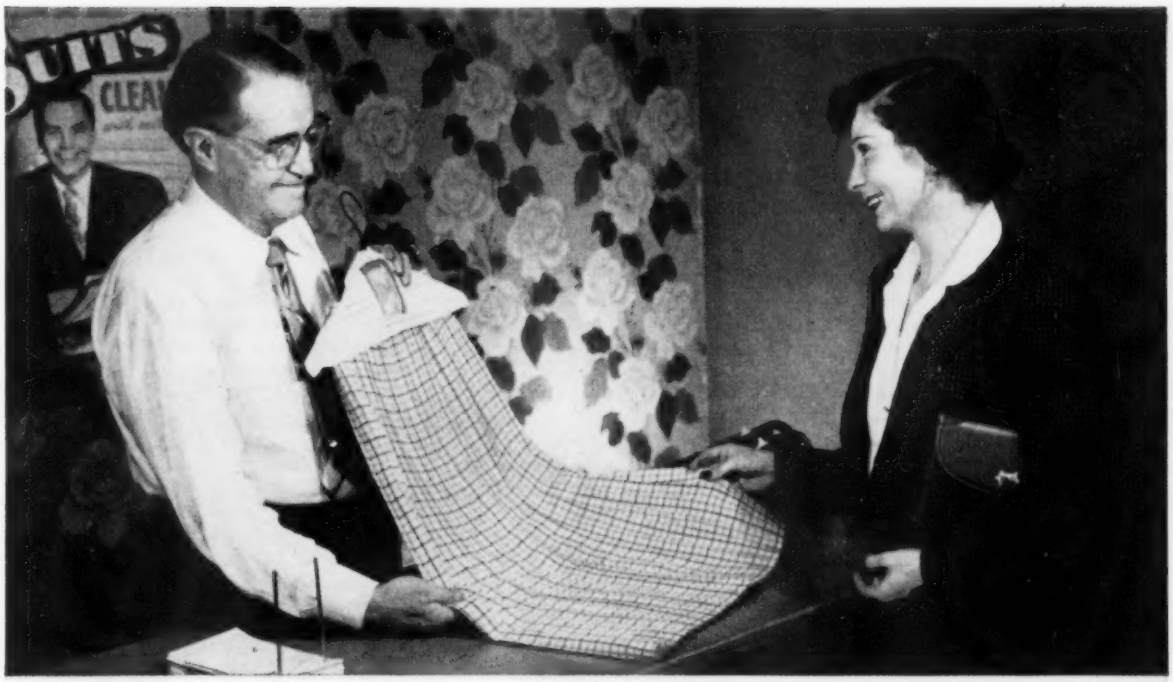
FOR OVER FIVE YEARS YOU'VE BEEN BEGGING THE CITY TO ENFORCE THE 10 MINUTE PARKING ORDINANCE IN FRONT OF YOUR PLANT WITHOUT RESULTS SO, TODAY, YOU PARK YOUR OWN HEAP THERE WHILE YOU MAKE UP THE BANK DEPOSIT WOW! LOOKS LIKE A COP CONVENTION!

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

DOW

Dow-PER MEANS MORE SATISFIED CUSTOMERS

colors are brighter and clearer... no streaks or cloudy areas



With Dow-PER* in your dry cleaning machine you can be sure of more satisfied customers, and in turn, more repeat customers. Dow-PER makes colors brighter and clearer—keeps fabrics soft and pliable. Your customers are bound to be satisfied, for Dow-PER solvent makes their clothes look just like new.

You are certain to be satisfied with Dow-PER, too, for it keeps operating costs down to a minimum and always does top quality work. Its deep penetrating power gets at hard-to-reach dirt. Dow-PER is stabilized, making it highly resistant to decomposition. Every cleaning operation is consistently thorough. Remember, there is repeat business in every drum of Dow-PER.

Call your Dow-PER distributor today and begin to take advantage of all the benefits Dow-PER has to offer you and your customers. Your distributor has many sales and technical aids that are available to all users of Dow solvents and will be glad to assist you in every way. THE DOW CHEMICAL COMPANY, Midland, Michigan.

*TRADE NAME

you can depend on DOW SOLVENTS

DOW

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Lengthening Child's Fur Coat

Simple and inexpensive method for adjusting growing girl's garment

by DAVID G. KAPLAN

SO LONG AS YOUNGSTERS continue to sprout, anyone who services the family's clothes will have plenty of work letting out a hem or cuff to make a garment "do" for another season. With the increased popularity of little girls' fur coats, this type of job will become more and more common in your fur department.

Most of these little coats are made from mouton-dyed lamb or some form of processed rabbit (coney). Lengthening the coat as mother's would be done, by using the same fur and working it so the addition would not show, would not be justified by the original investment.

The quickest, easiest and most reasonable way to lengthen the child's coat is to add a border of the same fur worked horizontally, as might be done on a natural squirrel garment, or any suitable contrasting fur border which would complement the original fur. Sleeves can be lengthened where necessary in the same way.

The child's garment pictured with this article was made from leopard-stenciled lapin trimmed with mouton collar and cuffs. Two odd pieces of mouton from stock were matched to the trimming and the area compared to see if it would be enough to add the four inches needed (see Photograph No. 1).

1. ORIGINAL child's coat, with mouton to be added matched to original mouton trimming

The lining at the hem of the coat was opened and a rough pattern for the added border was sketched off on heavy paper by extending the center front and back for the four inches wanted. This pattern was used to work out the mouton border (Photo No. 2). The mouton fur area was split, the two pieces balanced and trimmed slightly to conform to the pattern (Photo No. 3). Connection of the pieces was accomplished by means of a one-inch zigzag seam, which hid the joining effectively.

For the beginner, the simplest way of insuring correct fit of the zigzag is by means of a precut paper pattern. The more experienced cutter aligns the two edges, draws chalk lines across both edges an inch apart and

2 (above). MOUTON FUR FOR BORDER and paper pattern cut from edge of coat. 3 (below). MOUTON BEING WORKED into unit for border

4. DETAIL OF ZIGZAG joining seam

Safe...and everyone wants it!

It's no secret. Everybody knows garment bags keep clothes and cleaners' reputations spotless. They speak volumes for your service, too. Customers and prospects know a garment bag is the sign of a better cleaner.

International Paper COMPANY

SOUTHERN KRAFT DIVISION

220 East 42nd Street, New York 17, N. Y.

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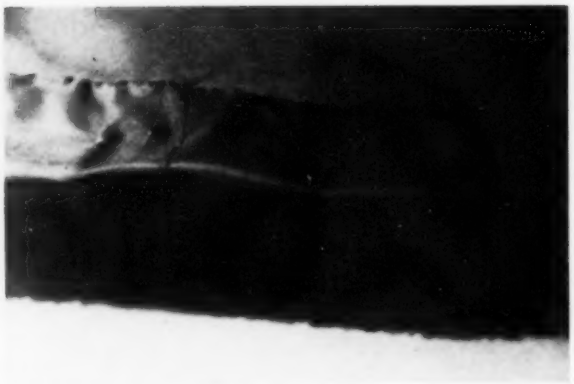
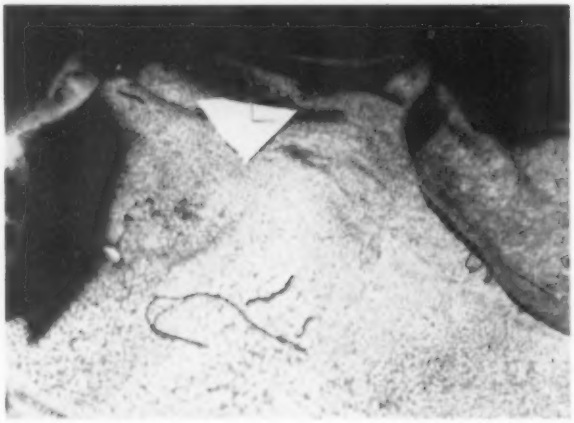
5. NEW EDGE stapled out



6. DETAIL OF PANEL added to coat lining



7. HOW TRIANGLE PATTERN of paper is used to cut out worn spot under the button

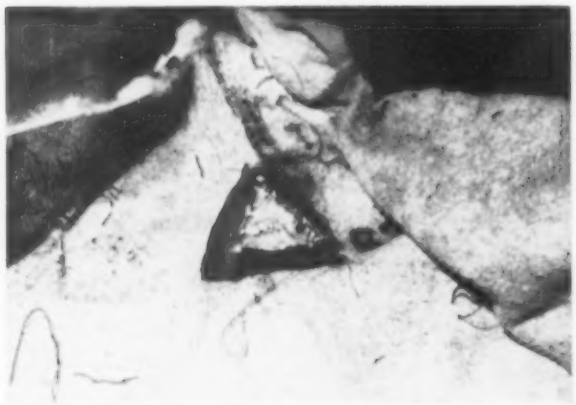
cuts a complete unit in each, points on one side, notches in the other (see Photo No. 4 and diagram).

After the mouton border had been assembled into one piece and trimmed, the hem edge of the coat was cleaned off slightly, providing some small pieces which were later used to repair worn spots. The mouton border was sewed into place on the hem and the entire bottom dampened very slightly and stapled out to dry overnight in shape (Photo No. 5). It is important to nail together two pieces of fur such as these, different in texture and thickness, in order to equalize the tension of the leather.

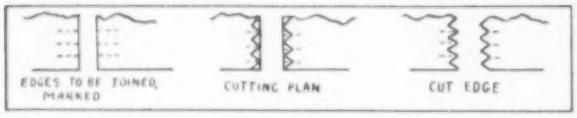
The next day the outside edge of the mouton was machine-taped after friction-edging so that the finisher could bend back the new hem (Photo No. 6).

Photographs 7 and 8 show how the cuttings from the old hem were used to repair the worn areas under the buttons. Note the paper pattern used to cut out the worn spot and the friction tape around the edge of the damage to prevent it from stretching in the sewing.

The customer gladly paid $20 for the job, including the fur and the added panel of lining. A generous estimate of the materials used would be about $5, figuring the remaining cost at about two hours of elapsed work time. # #



8. WORN SPOT REPLACED. Note friction-taped edge to prevent stretching

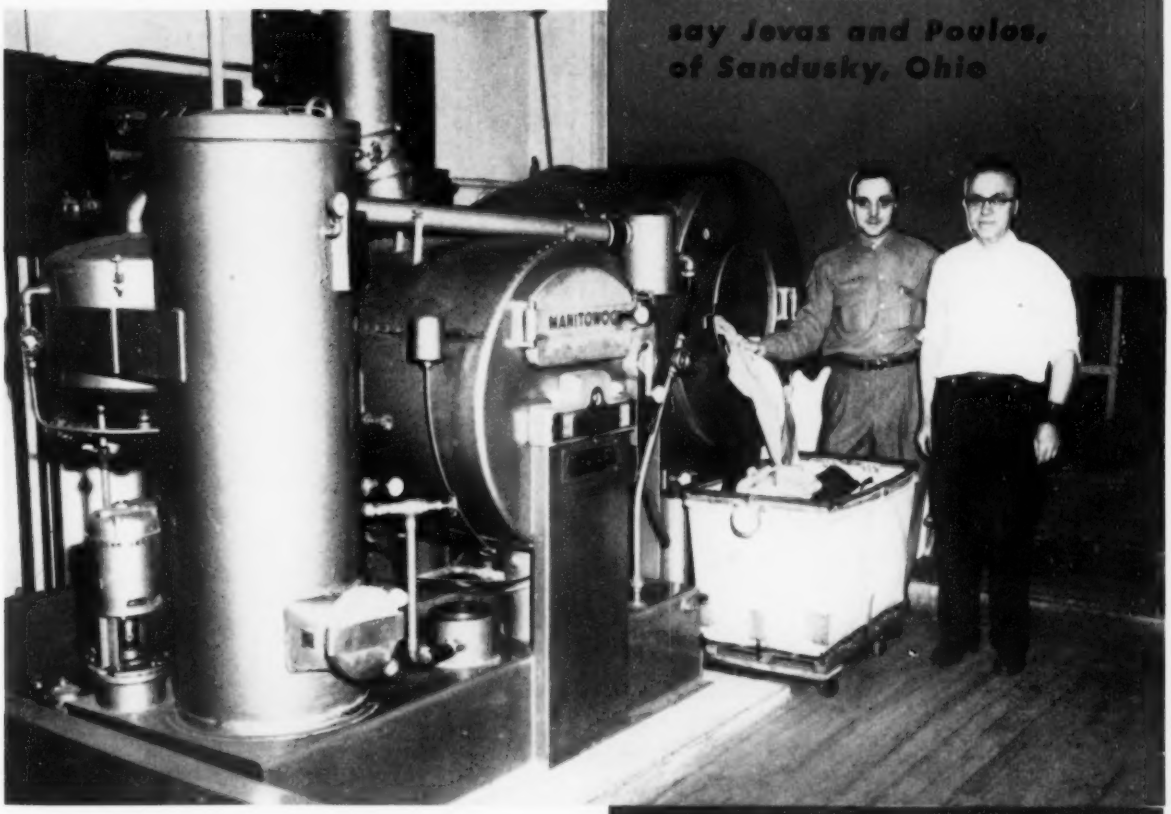


Method of cutting zigzags

9. PLEASED CUSTOMER smiles her satisfaction with the job

Manitowoc "Is Just It"

say Jevas and Poulos, of Sandusky, Ohio



Good service is as important to *us* as it is to *your* business . . . that's why no Manitowoc unit is ever installed and "forgotten." Typical of the unsolicited letters we receive is the following from the firm of JEVAS & POULOS, One Hour Dry Cleaners:

'Dear Sirs,

Some time ago, exactly Nov. 22, 1952, a young man came into our store and introduced himself as Matt Allen, a Manitowoc service man. I had the greatest pleasure meeting him, as he spent several hours with me explaining the unit. There were a number of things that I didn't understand too well which he cleared up.

On March 1, this machine was in service one year and we just can't tell you how good it is; we think it "is just it".'

James Poulos

$4860 COMPLETE F. O. B. MANITOWOC

- WASHER EXTRACTOR
- CONTINUOUS FILTER
- RECOVERY TUMBLER
- DUAL LEVEL VENTILATION
- CONTINUOUS STILL
- BUILT-IN STORAGE TANK

You can always depend on Manitowoc performance, as you can on Manitowoc [illegible] It will pay you to check the many Manitowoc features and advantages. Ask for the latest Manitowoc Bulletin #516C.

Manitowoc Synthetic
PERCHLOR DRY CLEANING UNIT

MANITOWOC ENGINEERING CORP.
512 - 16th Street
Manitowoc, Wisconsin

When writing to advertisers please mention The NATIONAL CLEANER & DYER

The two-bath method has paid BIG for us

by DONALD VAN BEEK
*Secy. & Treas.—Mattmiller Laundry Co., Chicago**

When I first read of the two-bath method the idea appealed to me as logical and practical.

Since converting our three synthetic machines to a two-bath operation, results in actual commercial use are even more appealing than the original idea.

When you come right down to it, why shouldn't they? We use six times as much soap as used in the charged system; we rinse in pure solvent; and our moisture control is vastly superior.

Our initial experience with the two-bath method followed the purchase of a PIAZZA CONVERSION UNIT for one of our *Prosperity* machines. The cleaning produced in that unit was so far superior that it was immediately noticeable to all of us. The savings which it effected were felt throughout the plant.

Our customers notice the improvement

After this first conversion unit had proven itself I recommended the purchase of a second unit, which was equally as successful as the first, and in no time my associates suggested that we equip the third machine with a PIAZZA.

We have now operated on the two-bath with the conversion units since October 1952 and the improvement has brought such radical economies in our wet cleaning and finishing departments that I feel the units have more than paid for themselves. Of equal interest is the fact that our customers notice the improvement, which convinces me that the two-bath method will bring, and hold, more steady customers than the best advertisements.

I find the operation of the two-bath method to be simplicity itself. After charging the solvent with 4% of *Formula 886* it is a simple matter to maintain this strength because the PIAZZA assembly prevents the soap solution from mixing with the rinse solvent, or vice versa. A *Formatrol* cut especially for two-bath permits a completely automatic cycle of cleaning.

Conductivity control provides uniformity

The PIAZZA assembly used with 4% *886* gave us a miraculous reduction in wet cleaning and spotting right from the time we converted to two-bath. However, in recent months we have enjoyed the additional benefits of a new refinement which assures us of uniformity from load to load.

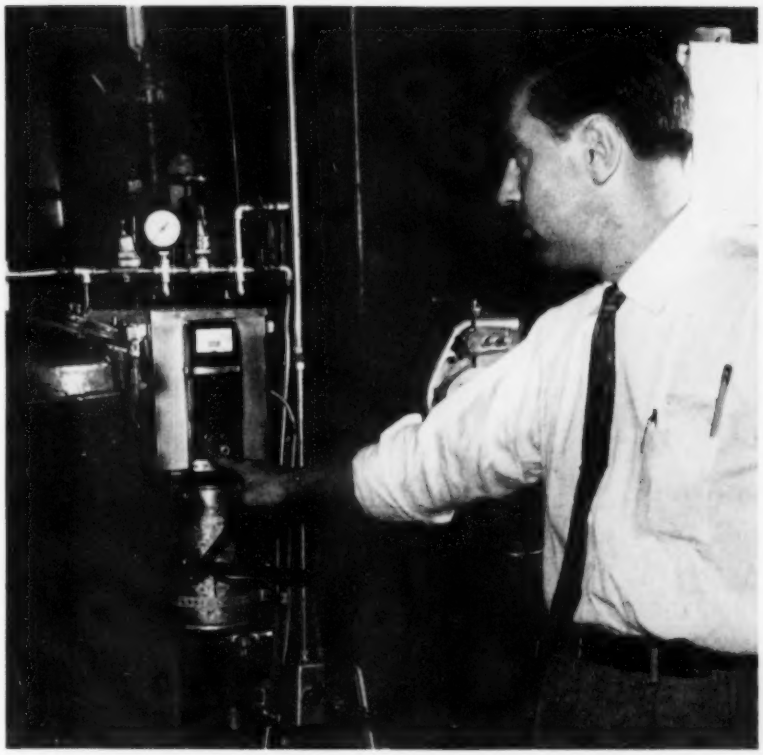
Early in March *Street's* installed their *Conductivity Control Unit*, and in my opinion this provides the missing link in the two-bath method. With *Street's* method for automatic control of electrical conductivity it is now possible for us to turn out each and every load with the same high degree of efficiency as formerly produced occasionally on many loads, but not on all.

I must admit that I was somewhat skeptical about charging

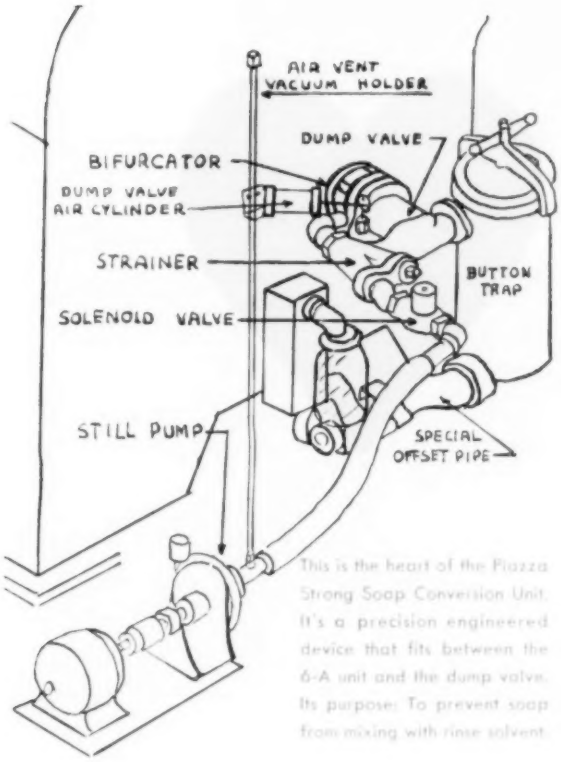
Paid advertisement • Piazza Engineering Co.,

When writing to advertisers please mention The NATIONAL CLEANER & DYER

**Founded in 1891, the Mattmiller Company has always been one of Chicago's outstanding laundries. Its president, Cornelius Van Beek is now in his 60th year, and is assisted by his three sons who complete the directorship. The author of this article, who is the executive officer in charge of dry cleaning, may well be proud of the high standards established by his department.*



Mr. Van Beek is shown while observing the electrical conductivity reading of his 4% solution while cleaning a load of silks. The pilot light and two solenoid valves illustrated at lower center are part of the automatic controls which provide for introduction of sufficient water to maintain a constant conductivity value.



This is the heart of the Piazza Strong Soap Conversion Unit. It's a precision engineered device that fits between the 6-A unit and the dump valve. Its purpose: To prevent soap from mixing with rinse solvent.

the filtered soap solution with water before cleaning, as I, like everyone else, had always heard that you should keep water away from the filter. However, as long as I keep my charge of *886* up to 4%, the water passes through the filter with no buildup of pressure, and the conductivity control unit maintains a constant charge of water in the filter system.

Yesterday (May 13) we cleaned over 400 dresses and had just one lone dress for wet cleaning. The general appearance of all loads was beautiful, with exceptionally bright colors, unusual whiteness and no excessive wrinkling.

Recommended for petroleum and synthetic plants

This is my first experience in writing for a trade journal, and I am happy for this opportunity of encouraging those readers who may be interested in converting to the two-bath method. In ordering conversion equipment be sure that provisions are made for no interchange whatever of rinse solvent and 4% solution, as even small amounts cause a costly waste of soap and unnecessary contamination of rinse solvent.

Regardless of what type of equipment you operate, whether it be synthetic or petroleum, I highly recommend making whatever changes are necessary to use the two-bath method. If you happen to operate *Prosperity* machines you may benefit from my experience with the PIAZZA CONVERSION UNIT which is engineered specifically for the *Prosperity*, and which has proven so successful on our three machines.

4650 N. Monticello Ave., Chicago 25, Ill.

P-531

When writing to advertisers please mention The NATIONAL CLEANER & DYER

PLENTY OF DRIVE-IN SPACE is one of first rules of cash-and-carry success

Sales Background Helps New Cleaner

Self-analysis to learn what customer wants is basis of sound selling rules

A FRESH VIEWPOINT has accounted for many thriving operations by drycleaners who have entered the business with selling experience in some other field. An outstanding example is Charles Crady, a successful insurance salesman of Fort Worth, Texas, until he was told by his doctor to change businesses.

In June of 1947 Mr. Crady opened a drycleaning pickup station in a small building he owned. In June 1948 he opened a second pickup station. In December of the same year he bought a plant.

Today Mr. Crady has eight pickup stations or stores, including the main plant, a second complete plant ready to open, and his One Day Cleaners is averaging $3,000 per week.

TWO GIRLS TO EACH STORE is another rule. Owner Charles Crady explains flower-seed giveaways

This unusual volume growth has been built on a few simple rules Mr. Crady set up when he opened the first pickup station. The rules were the result of some questions he asked himself from a customer's viewpoint. Some of these questions were:

1. Why do I do business with my present cleaner?
2. Why did I change from my former cleaner to this cleaner?
3. What does my present cleaner do that I like?
4. What does he do that I don't like?

The answer to the first and, in part, third questions was double-barreled. Principally, Mr. Crady was doing business with his present cleaner because it was convenient for him to stop at the branch store on his way to work in the morning.

In the second place, the girl who ran the branch was always pleasant. Since she made him feel his business was appreciated, he took more business there so he could be appreciated more. Mr. Crady says it isn't as screwy as it sounds if you are honest in making an appraisal which involves your own reactions.

On question No. 2, in addition to convenient location, Mr. Crady's reason for changing was that the new cleaner advertised that he specialized in minor repairs. His former cleaner was always returning garments with rips which had not been taken care of or trousers with buttons off or untacked cuffs.

"I thought it would be nice if the cleaner did all this," Mr. Crady said. "The new cleaner advertised that he did. Actually, he didn't, but I didn't know that when I made the change."

Mr. Crady's answer to No. 4 was that there was no one-day service—not even for an extra fee.

"Like all drycleaning customers," Mr. Crady said,

"Extreme Satisfaction"

"Exceeds Expectations"

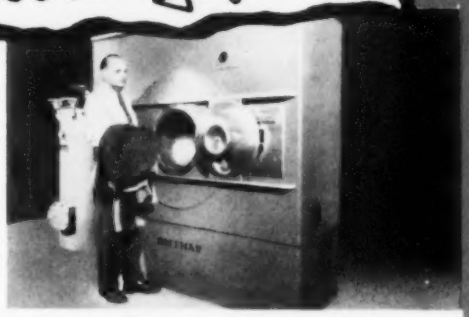
"Just what we cleaners have been looking for"

These are typical of the comments about the H-Jet IV 30-pound drycleaning unit with fast, full-drop washing and 700 R.P.M. extraction in the exclusive "Jet" self-balancing cylinder.

An H-Jet user, Alexander Bowman of Bowman's Cleaners, Kenner, Louisiana, expresses his "extreme satisfaction with the Jet Unit. It far exceeds our expectations in operation generally and in low solvent cost particularly. In our opinion the self-balancing feature of the Jet Unit is the greatest engineering advancement yet made in drycleaning machinery. We will recommend this unit without reservation."

Another H-Jet user writes, "We are very well pleased with the new Hoffman Jet cleaning machine. We are getting top quality cleaning with minimum of labor. It seems to us that you people have now developed just what we cleaners have been waiting for."

Get the facts on Super Speed cleaning with the H-Jet IV! Write now for Bulletins A-924 and A-931 which tell you how to get better single bath or two-bath cleaning, lower costs, increased production and greater profits with Hoffman's H-Jet IV. Or, call your Hoffman representative.



Alexander Bowman of Kenner, La., prepares to load the single door, open-pocket cylinder of his H-Jet IV. He feels that the self-balancing feature of the H-Jet is the greatest engineering advancement in drycleaning machinery.

Ease of loading and unloading through the H-Jet's single door, open-end cylinder gets the endorsement of this Michigan cleaner. Approved, too, are the H-Jet's fully automatic control and improved filtration.

TOPS IN VALUE ... SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

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"every now and then I needed something out in a hurry. I even talked to the management about a fast service. I was told that a quality job such as I was getting could not be turned out in a single day. This I learned later was pure bunk."

The rules which Mr. Crady set up as a result of his self-analysis on drycleaning likes and dislikes are in line with sound plant operation. The more important rules are:

1. No routes. All cash-and-carry but with sufficient stores, well located, so that major residential sections of Fort Worth are well served. Wherever possible store locations have the double advantage of drive-in convenience when driving to or from the downtown section.

2. Workflow is geared to a schedule of in by 9:00 A.M., out by 5:00 P.M.

3. There are two people to each store and all outlets have curb service. Regular customers are all called by their names and if the drive-in lot isn't crowded, the order is often at the car before the wheels stop turning.

In his insurance work, for 12 years Mr. Crady trained insurance men. Now he personally trains each new store girl on how to meet the customer, how to accept and handle garments, how to deliver them to the car. His rule on selection of store girls is that they must be attractive and must know how to smile.

4. Every spring each store gives out gifts. Several years ago "cedar" storage bags were given away, at a cost of around 14 cents each. Last year packs of flower seeds were the gift, three packages to a customer at a cost of 6 cents per package.

5. Regular advertising. The advertising budget of 2 percent plus includes a daily newspaper display ad, 2-column, 3-inch. In this ad, Mr. Crady suggests patronizing One Day Cleaners, then spending the difference. The "difference," he explains, is between cash-and-carry and delivery.

"Twenty-five years ago," Mr. Crady said, "Henry Ford advertised 'Buy a Ford and spend the difference.' The merchants liked the idea then. They still like it. We have lots of compliments from businessmen on our advertising. I know that it is making friends with the merchants and also bringing us a lot of business from downtown."

Mr. Crady follows the season, the weather and local events closely on his "spend the difference" suggestions. If there has been considerable rain, his ads suggest buying that new slicker. Before holidays, it may be "Buy your Valentine a gift" or "Buy that new Easter outfit." If a store advertises a special on nylon blouses, One Day's ad will suggest "Buy that new nylon blouse."

6. A "must" rule which is never advertised is that every garment leaving the plant for a store *must* be absolutely ready to wear. The word on this gets around, and Mr. Crady believes that the advertising value is much greater when *your customers* do the talking about garments delivered in good condition with all minor repairs taken care of.

Finally, Mr. Crady thinks the name of a cleaning plant or service is very important. He believes that One Day Cleaners (for one-day service) accounts for more business than would some other name. # #

BASIC DRYCLEANING

Solvent Temperature Must Be Controlled

by WILLIAM R. PALMER

IN HIS CONVENTION SPEECH at Cleveland last February, reported in our April issue, George P. Fulton, director of research at NID, said: "There are indications that at a higher solvent temperature (90°F) there is more creasing, for the same relative humidity, than there is at 70°F. Moreover, at 90°F where the angle of the crease is 90 degrees it crosses solvent relative humidity at about 75 percent. [Creasing starts giving finishers trouble at angles of 90 degrees or sharper, according to Mr. Fulton.—Ed.]

"Since we must raise the solvent relative humidity to 75 percent before we obtain the maximum removal in water-soluble soil, this does not give us any margin of safety whatsoever when operating at 90°F on this particular material [or on a number of others.—Ed.]."

The Institute is continuing research on this subject to find critical creasing points at various temperatures and relative humidities for a variety of fabrics. Members of NID will be informed in their regular technical bulletins as this research develops.

In the meantime, it is fair to assume that **hot solvent is greatly responsible for bad extractor wrinkles.**

Solvent, like any volatile liquid, tends to some evaporation from the surface when in an open container like a washer, as well as through cracks and openings of supposedly closed containers. The greater the agitation of the solvent, the more surface is exposed to the air and the greater the evaporation.

Moreover, **the rate of evaporation speeds up as the temperature increases.** With synthetic solvents this speedup is considerable, so that there is a very noticeable increase in vapor concentrations in the air between 80° and 100°F with inadequate ventilation. Because of the higher boiling range of Stoddard solvent, the increase in evaporation rate is less at prevailing cleaning-room temperatures.

But in any case, solvent does evaporate faster at higher temperatures, and the vapors in the air become that much heavier.

Spotters are familiar with the technique of speeding up chemical reactions on the spotting board with the steam gun. A chemist's rule of thumb is that the speed

1953

New control for electrical conductivity* in strong soap

**Patent pending*

The January 1953 issue of *Cleaning & Laundry World* surprised the industry with a two-page treatise in which STREET'S supplied the missing link in the two-bath super soap process. Now, for the first time in the history of dry cleaning, the drycleaner may charge the solvent in the washer-filter assembly with water as well as 886, until a predetermined conductivity value is reached.

Then, during the cleaning of each load, STREET'S CONDUCTIVITY CONTROL UNIT provides for *automatic* additions of water in direct proportion to the water absorbed by the fabrics, thus making it possible to maintain the original conductivity in the filtered solvent.

Months of commercial use in plants from coast to coast has proven beyond all doubt the practicability of STREET'S CONDUCTIVITY CONTROL UNIT. Imitators have a long way to go to reach this stage of perfection. Avoid costly experimentation by dealing directly with the inventor.

1953 · One of five important milestones in drycleaning

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of a chemical reaction doubles with approximately every 20° rise in temperature. Thus a chemical reaction will be twice as quick at 90°F as at 70°, four times as quick at 110° as at 70°.

At first thought it would seem advisable to operate the cleaning room at the highest possible temperature to get speedy stain removal. But the solvent is also acting faster on the solvent-soluble dyestuffs at higher temperatures, which is why many cleaners find their solvent coloring up more in the summer time.

Most drycleaning soaps and detergents are designed to perform best in a temperature range between 70° and 80°F. Regardless of how fast a chemical reaction may be, a brief time is needed for solvent and detergents to penetrate soils. Thus it is important to ensure this penetration by giving time and mechanical action, while holding down solvent temperatures that tend to bleed dyes.

Solvent temperature control is particularly important when a drycleaner is doing a lot of prespotting. The prespotter represents a concentration of solvents that can be made to act very quickly at higher temperatures. **Color loss often occurs at 100°F in the solvent that wouldn't have occurred or would have been minimized at 75°F.**

Solvent Cooling Devices

The easiest way to combat the temperature problem is to buy solvent coolers, of which there are two major types. One, such as the Ross, is a water-cooled condenser which operates like the condenser on your still. Solvent passes through a "bundle" of small tubes that are surrounded by a chamber through which water is passing. Depending on the temperature difference between water and solvent, this type of cooler can be effective in dropping solvent temperatures 10° to 15°F below room temperatures.

The other type of cooler, such as the Mar-Mak Thermocon, uses the "refrigerating" method of cooling. Its principle of operation is similar to that of your electric refrigerator. With thermostatic control, this device is more positive in its control at a desired temperature, if the machine isn't overloaded.

Both types of coolers are very easily installed.

Give Coolers a Chance

Many drycleaners give their solvent coolers about as good a break as they do their washers when they jump on the clothes to get them in. There are several factors that build up solvent temperatures. A few can't be helped. Some can be modified. A few can be eliminated entirely.

One, of course, is the outside temperature (and season of the year). We can't with a clear conscience suggest air conditioning for the cleaning room at this stage, though such great strides have been made in that field that we expect many cleaning rooms to become air-conditioned in the next decade. **But a great deal can be done to lower temperatures by ventilating a drycleaning room at a rate of one complete change of air per minute.**

Isolating or insulating tumblers, steam pipes and stills from the cleaning room will remove another source of heat. As a compromise between keeping hot equipment in a separate room and insulating every piece, we have seen a cleaner erect a partition of insulating material between each two units in a row of tumblers, so that only the face of the tumbler was exposed to the cleaning room. Insulation on hot equipment should be thick enough to permit holding the hand against it indefinitely without discomfort.

For similar reasons temperature controls on the tumblers ought to be kept in good working order, and exhausts kept clean and free of lint. **The fewer Btu put into the cleaning room, the fewer need to be removed.** This is also another reason for operating stills at their recommended pressures. The higher their temperatures above room levels, the faster and greater the heat transfer.

The filter pump gets the blame for putting the most heat directly into the solvent. This is caused by friction in the pumping action. It can be modified slightly by keeping the pump in good condition, so that the solvent is forced right on through to the filter without churning or slippage. Also, in cases where the filter isn't in use continuously, it might be advisable to pipe to the filter inlet with a high enough "head" to hold the cake on for short periods of time. This would save having to run the pump on a bypass.

Another small but persistent factor is the heat induced into the solvent in the filter by putting it under pressure. Theoretically this heat disperses again as the solvent passes through the filter bed into the manifold. However, some of the heat in the pressurized solvent, instead of radiating from the surface of the filter is conducted into the screens and manifold and thence into the filtered solvent. This could be responsible for a two- or three-degree rise in temperature not attributable to the friction of pumping.

The solution here is good filter operation—keeping pressures down to reasonable levels, and using a filter with large enough capacity to keep cleaning cycles as short as possible for good cleaning.

Even layout of equipment can affect solvent temperatures. The friction induced by every elbow in the piping adds its little bit to the temperature rise.

Two factors tend to counteract temperature rise in solvent. One is the capacity of the system, including washer, filter, piping, and especially storage tanks when they are part of the active system. **The fewer times per day each gallon of solvent passes through a pump, the fewer Btu per gallon the system acquires, and the more time the heat has to pass out of the system.**

The other factor, of course, is the opportunity for this heat to move on. Cleaners are familiar with the patch of bare ground above an underground tank when snow lies all around. Storage tanks under concrete in a hot courtyard will disperse a great deal less heat than tanks under shaded ground on the north side of the plant. Aboveground tanks in the sun or back of tumblers take on more heat than those between windows or doors, or in the path of a ventilating fan.

And so on! A plantowner will blame one or two things for the heat, but if he'll check his cleaning room to find 20 things he can do about the heat, he'll find them all.

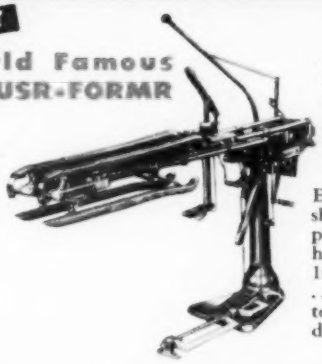
The drycleaning process today is becoming highly controlled, as we learn to measure more and more of the hitherto unknown factors. The two most important factors that now bear on the quality of the cleaning and remain uncontrolled are relative humidity and the temperature of the solvent.

There has been considerable discussion lately of progress in measuring and controlling the moisture in the drycleaning system. Meanwhile, the drycleaning industry has been negligent in controlling the other factor of solvent temperature. If not for his employees' sake, at least for the dependability and quality of his drycleaning, every plantowner should keep the Btu out of his cleaning room—and install adequate solvent-cooling equipment! # #

Build Your Business with Bill Glover PROFIT MAKERS

BEST

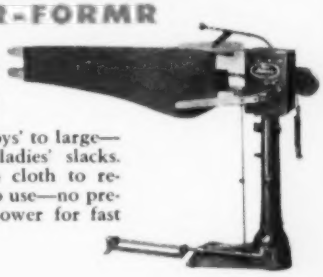
World Famous TROUSR-FORMR



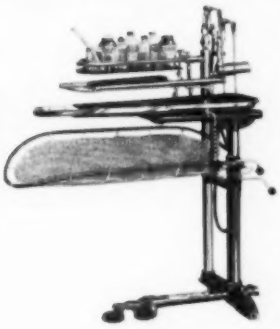
For wet cleaned pants. Stretches, shapes, removes wrinkles . . . all in four simple operations. Eliminates shrinkage. Cuts pressing time in half. More than 10,000 in use . . . many for fifteen years of daily service!

NEXT BEST

NEW Junior TROUSR-FORMR



A low priced stretcher. Makes wet cleans as easy to press as dry cleans. Fits a wider range of sizes from boys' to large—a smaller waist for ladies' slacks. Hardwood forms—no cloth to replace. Always ready to use—no preliminary warm-up. Blower for fast drying.



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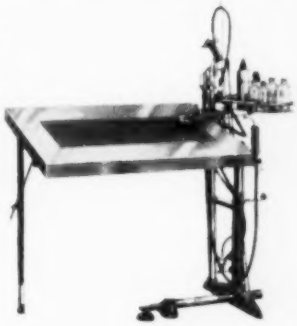
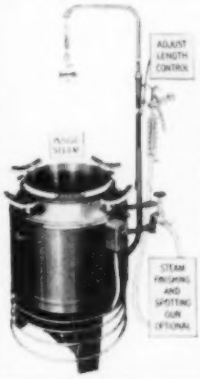
Acclaimed by Spotters everywhere. The one and only Spotter's Spotting Machine . . . specially designed to meet all the requirements of spotters for higher quality work at a faster rate.

SPOTTING TABLE

for Woolens Only

Roomy top requires fewer lays. Easy, fast spotting, with handy steam gun and chemical tray. Adjustable height and tilt . . . for the convenience of any operator.





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Exclusive Features—fast drying revolving top. Nylon brush clamps. Now internal steaming speeds production. Single Dryer shown—other models include the Twin and a Steam Turbine Triple.

Sensational OPEN-END WASHER

25 lb.-60 lb. Capacities With or Without Automatic Control

Designed and built even bigger and better than your own specifications. Offers the largest loading door . . . 18 inches in diameter, 255 square inches in area. Cylinder 30" in diameter, 15" in depth . . . four ribs 4" high for greater drop . . . equal reverse to avoid tangling.

Exclusive Auto-Trol

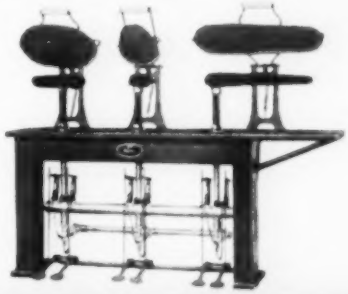
Optional

Here's the most flexible and practical control of its kind ever built! Anyone can easily change one, two or all three formulas. Three — not one — standard formulas — for Whites, Colors, and Blankets. Flick of a switch changes from automatic to Manual.

SEE YOUR Bill Glover JOBBER or write Bill Glover, Inc. 5204 Truman Rd., Kansas City 1, Mo.

FABRIC HEAD PRESSING MACHINE UNIT

Combines three light specialized Pressing Machines into one unit. Finest equipment made for finishing dress tops, sleeves, shoulders and collars of coats and for topping pants. INSTANT STEAM—POWERFUL VACUUM.



Sr. and Jr.

You Can CLEAN WITH BATCH OR WHEN YOU

CALED's NEW FILT-R-OUT

Filt-R-Out's high detergent action not only removes surface soil, it discharges deeply embedded soil . . . holds it in suspension . . . prevents redepositing . . . and rinses out easily.

When used in a charge system, New Filt-R-Out "gets" the water solubles; its action is not too dependent upon closely controlled conditions of humidity, or concentrations.

The perfect batch cleaner . . . Filt-R-Out cleans instantly . . . doesn't fight with powders.

Because of its amazing efficiency . . . its versatility and simplicity of use, New Filt-R-Out gives miraculous results.

Try **FILT-R-OUT**
BATCH OR CHARGE
and see cleaner clothes than you've ever seen!

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CONFIDENCE
CHARGE
CHOOSE
R-OUT

The Sure Way to Get..

- All the soil easier no matter what system you use. Whites come through whiter; colors true.
- More uniform loads . . . less wrinkling . . . soft, quality feel . . . more straight-through cleaning with less spotting and wetcleans.
- No trouble distilling . . . No carry-over and contaminated solvent.
- Stepped-up production throughout the plant . . . quality cleaning . . . customer satisfaction.

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BRENTWOOD, MARYLAND

THERE'S A CALED PRODUCT FOR EVERY DRY-CLEANING NEED

DRYCLEANING SOAPS

CAL-SOAP — The Dual Action Drycleaning Soap
BRUSH-OUT — Wheel and Hand Brushing Soap
WOOLZ — Drycleaning Soap for Woolens
Z-P — Silk Soap for Chlorinated Systems
PACE — Chlorinated Drycleaning Soap
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S-R — Tannin Remover
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CAL-STRIP — A Fabric Color Stripper
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DYE PADS — for Spot Dyeing
DRY-CAL SIZE — Solvent-Soluble Sizing
VEL ODOR — Neutralizes Odors
CAL SIZE POWDER — For Immersion or Spray Gun Use
CAL-SIZE — Liquid Sizing
SHOO — Odor Destroyer
RESISTI-CAL — Solvent-Soluble Weather Proofer
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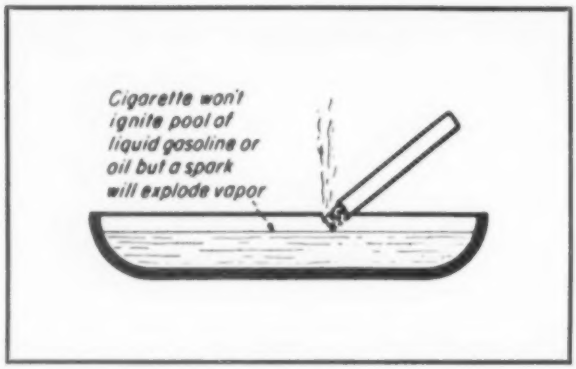

FIG. 1. Only gas will burn

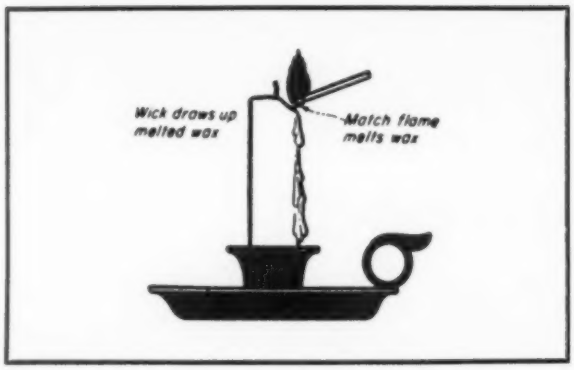

FIG. 2. How candle burns by vaporization of wax

How Combustion Works

Chemical and mechanical processes of burning basis for efficient boiler design and operation

by JOSEPH C. McCABE

AS FUELS BECOME more expensive and as demands for energy produced from heat skyrocket, it is increasingly important to know how to put them to work for peak effectiveness. To understand how to do this, we must first understand how fuels burn.

All around us, at all times, oxygen is combining with other elements. Iron and oxygen combine to form the oxide we know as rust. Silver tarnishes, copper takes on a soft green oxide coat. This general process is oxidation. Burning, or combustion, is a special form of oxidation in which oxygen combines rapidly with materials we call fuels and substantial amounts of heat are liberated.

Under some conditions, combustion may be self-starting. For example, coal piled outdoors combines slowly with oxygen in the air, giving off heat. If the heat doesn't get away, temperature rises, the reaction speeds up and eventually becomes rapid enough to be called burning.

Why Isn't It Easy To Fire Up a Boiler? Such spontaneous combustion is relatively uncommon. We are more familiar with combustion that begins with heat applied from some outside source. A fire laid in the grate will not light itself. Nor, for that matter, will a match. We start the burning process by striking it to generate friction heat, enough to set it aflame, then use the flame's heat to light kindling, and the kindling's heat to start the logs. This process of using an easily ignited object to provide heat for ignition of another substance is common in engineering.

We are all aware that some substances burn more readily than others. In general, this depends on how easy it is to turn the particular substance into a gas, because nothing truly burns unless or until it is a gas (Fig. 1). This, in turn, depends on the nature of the substance and on its amount compared with the amount of heat available to start the process. It's easier to start wood burning than coal, and easier to ignite a twig than a log.

A candle (Fig. 2) illustrates the point well. To make wax burn, we turn it into a gas. With a wick, heat from a match flame does the trick easily; without a wick it can't be done. Why? Without a wick, the match's heat is so small in comparison with the mass of wax that it can do no more than melt a little of it. None is vaporized, because there just isn't heat enough.

Adding a wick changes the picture. The wick draws up, by capillary action, an amount of melted wax so small in relation to the match flame that enough heat is available to raise the wax to the temperature needed for vaporization. Once wax is vaporized, or made like a gas, burning is relatively easy to start. Burning the wax gives off enough heat to continue the process of melting, vaporizing and igniting.

Although the wick is eventually consumed, it contributes nothing to the burning. It is a purely mechanical device to create conditions needed to start and maintain combustion. It finds its counterpart in burners, stokers and furnaces, for while combustion is essentially a chemical reaction, most practical problems of fuel burning are mechanical.

Doesn't Everything Burn the Same Way? Since fuels burn as gases, or as if they were gases, we need some acquaintance with the rules governing combustion of gases. Assume we have a gas, either a fuel that is normally gaseous or a gas given off from a solid or a liquid fuel. In burning any gas, it is first necessary to have a gas-air mixture that will ignite, then to raise this mixture to the ignition temperature and hold it there.

Let's look first at this business of combustible mixtures. To start, we are working with two basic fuel elements—hydrogen and carbon. Sulphur and some other elements burn and give off heat, but common practice considers the reactions negligible and the elements im-

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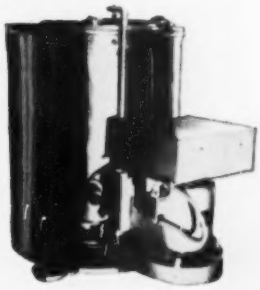

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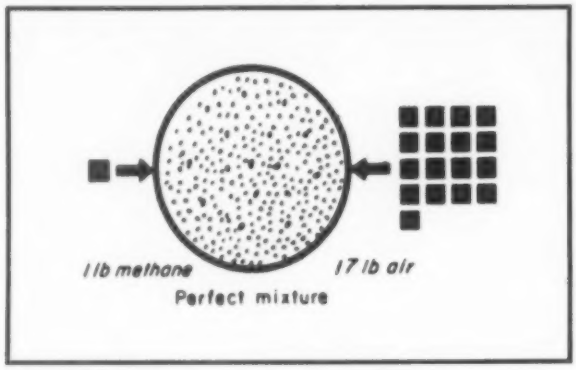

FIG. 3. Each fuel has its own fuel-air ratio

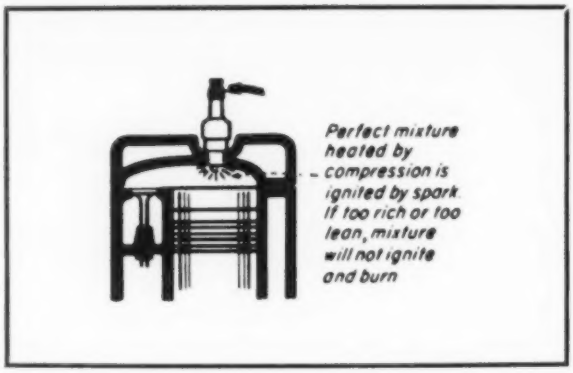

FIG. 4. Combustion in cylinder of gas engine

purities. Pure hydrogen is normally a gas and can only be liquefied at an extremely low temperature—more than 400°F below zero. On the other hand, pure carbon is a solid that cannot be completely vaporized at temperatures much under 6,300°F. Heating values are high: 62,000 Btu per lb. for hydrogen and 14,500 Btu per lb. for carbon.

Carbon and hydrogen exist in almost innumerable combinations called hydrocarbons. Many of these compounds, like methane (CH_4), are normally gaseous and form a major part of most important fuel gases.

What Effect Do Drafts and Air Have? Although the form in which carbon and hydrogen appear in any actual fuel is vastly important to its burning, as we will see later, it makes no difference from the chemical angle. The important point here is that each element or compound needs a certain amount of oxygen for complete combustion. It thus becomes easy to figure exactly how much oxygen we must have to burn a given amount of gas and hence just how much air we need. If we mix exactly this much air with the gas we have a perfect or theoretical mixture.

The relation between gas and air is called the fuel-air ratio. This is usually expressed by weight. For any particular fuel, this ratio can be figured from the chemical analysis (Fig. 3).

How Hot Does a Fuel Get Before It Burns? Now we have a combustible gas and the exact amount of air needed to burn it completely. We need still another element—heat. If such a perfect mixture is heated gradually, the rate of chemical combination increases until a point is reached where the reaction no longer depends on heat from an outside source and practically instantaneous combustion occurs. The lowest temperature at which this happens is the ignition temperature. It may be defined as the temperature at which heat is generated by the reaction faster than it is lost to the surroundings, and combustion thus becomes self-propelling. Below this point the gas-air mixture will not burn freely and continuously unless heat is supplied to it.

Actual ignition temperature depends to some extent on surrounding conditions, and the term usually refers to combustion in ordinary air. Among other factors, pressure affects ignition temperature, which is lower at high pressures.

These statements apply equally to mixtures that are not perfect, that is, to mixtures a little leaner or a little richer than perfect. But for each gas there is a point where the mixture becomes too lean (too much air) or too rich (not enough air) for ignition and continued burning. Almost every automobile owner has cussed a flooded carburetor that produced too rich a mixture and made starting difficult. Most of us have also seen the same engine miss fire when the carburetor is adjusted for too lean a mixture.

Thus, for each gas there is a range of mixtures that will ignite and continue to burn. These are called inflammable mixtures. Limits of this range are known as limits of inflammability.

How Do You Bring Air and Fuel Together? Thus far we have been looking at mixtures and burning as if the right amount of gas was mixed with the right amount of air, and the entire mixture heated and burned in one operation. In actual practice this happens only rarely. The nearest approach is in the cylinder of a gas engine (Fig. 4).

In boiler firing and other furnace work we meet not with a single mass of ready-made gas-air mixture but rather with air and gas streams, which must be brought together and heated somehow to start and maintain ignition. The way this mixing is accomplished, and its effectiveness, make all the difference in the nature of combustion and its completeness.

The familiar Bunsen burner of the laboratory and the fishtail burner once used in gas-lighting systems show us these differences clearly. The Bunsen burner (Fig. 5) displays a relatively small, blue, nonluminous flame, while the fishtail burner (Fig. 6) shows a larger, yellow, luminous flame. With the same gas, why the difference?

Yellow-Flame Burning: The answer lies in the way air and gas mix, and shows clearly how the time and

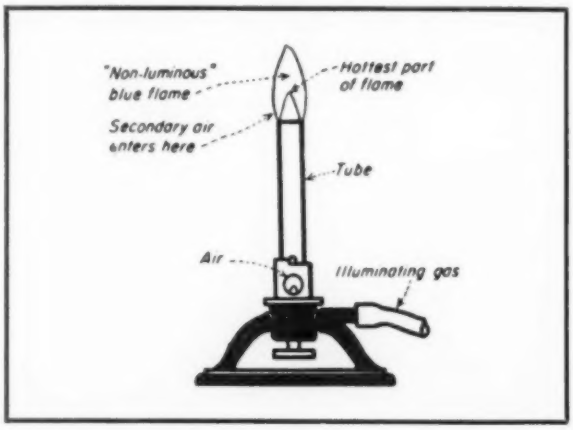

FIG. 5. Combustion in Bunsen burner

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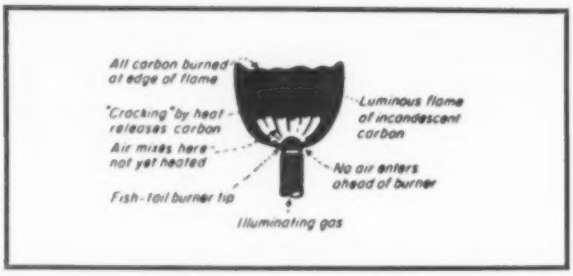

FIG. 6. Combustion in fishtail burner

place of this mixing affect the process by which the fuel elements, particularly the hydrocarbons, burn. In the fishtail burner gas flows through a slotted opening in a thin flat stream. The dark area near the burner tip is cold gas in the process of picking up and mixing slightly with air. Suddenly the mixture reaches the correct proportion and starts to burn rapidly only a few hundredths of an inch from the relatively cold, too-rich mixture.

Here we run into an action commonly known as "cracking" or, more fully, thermal decomposition. When hydrocarbons are subjected to high temperature they crack or break down chemically into other carbon and hydrogen combinations and eventually into the basic ingredients, carbon and hydrogen. This is what happens to some of the gas near the edge of the flame where heat is intense. The cracking action sets free hydrogen, which burns in the flame, and carbon particles, which glow to incandescence and make the flame yellow and highly visible.

Normally carbon burns out pretty well by the time it reaches the flame edge. But if we put any cold object in the flame, the carbon particles are chilled and the burning stops. The resulting deposit of lampblack or soot is identical with similar deposits in boilers. If these microscopic particles of carbon "that didn't finish burning" stay suspended in the products of combustion, we have smoke.

Blue-Flame Burning: In the Bunsen burner, gas issues from a small jet at the base of a mixing tube. Air is drawn in through a side opening. Gas and air mix before reaching the flame area and the result is a nearly colorless "blue" flame.

The secret lies in the fact that gas and air mix before reaching the combustion zone and are heated more slowly than in the fishtail burner. This gives oxygen a chance to penetrate the hydrocarbon molecules and form oxygenated compounds. The process by which oxygen associates with hydrocarbons is known as hydroxylation. As will be explained more fully later, the new compounds thus formed burn with an entirely different flame. There is no cracking and no carbon is formed. Thus a change in the point of mixing and rate of applying heat produces an entirely different burning process.

Can't You Burn Up All the Fuel So There's No Smoke? These two simple examples yield several ideas of great importance to the understanding of combustion. First is the key part played by mixing. In actual flames and combustion spaces we have widely different mixtures side by side. In one area the mixture may be too rich to burn, as it was close to the tip in the fishtail burner. In other areas we may have almost all air and hardly any fuel. This unsatisfactory situation may prevail even though the average relation of fuel to air over the entire space may be correct for good burning. By evening out these inequalities, thorough mixing makes the actual furnace condition more nearly like the "statistical" average.

The example of the fishtail burner also shows what happens when carbon breaks away from its compounds. Microscopic particles formed are carried along in the stream with little or no motion relative to the air. This makes them extremely difficult to burn even if the process is not stopped, as by chilling.

Finally, and perhaps most important, we see that combustion is not quite so simple as it seems. It is true that we start with only two fuel elements, and that by simple equations we can show that they combine with oxygen to form water, carbon dioxide and, under some conditions, carbon monoxide. This is much like saying that two men traveling from New York to Chicago have identical journeys. Their experiences would depend on how they went and by what route, and only by knowing these details could we tell something about their trips.

How Do Gas and Oil Burn? Burning of gaseous hydrocarbons is a good case in point. Complete analysis of flue gas from gas- and oil-fired furnaces often reveals the presence of chemical compounds known as aldehydes. Formaldehyde is a fairly familiar member of this group. Nothing in our simple carbon-to-carbon-dioxide and hydrogen-to-water reaction explains the presence of these compounds. How did these strangers get into the act?

Part of the answer lies in our comparison of two types of gas burners. Under one set of conditions, as we have seen, oxygen associates with the hydrocarbon molecules, producing hydroxylated compounds that are unstable. These form aldehydes which, in turn, break down or oxidize until formaldehyde is produced. What happens next depends on how much oxygen is present. Formaldehyde may break down with heat to form carbon monoxide and hydrogen, or it may burn to water and carbon dioxide or carbon monoxide. Any carbon monoxide and hydrogen formed burns in the normal way.

So it is clear that quite a few changes occur between the beginning and end of the burning operation and that many intermediate products form and disappear. If combustion is complete, some of these compounds remain and show up in the flue gas. The faint acrid odor sometimes observed indicates the presence of one group of intermediate compounds, aldehydes.

Cracking process: From our gas-burner example, we also saw that under different conditions, hydrocarbons are cracked instead of hydroxylated. Such cracking breaks them down into carbon and hydrogen, which burns to carbon dioxide and water. We have seen that it is the incandescent carbon which gives such a flame its characteristic yellow color, and it is the carbon which gives it soot-and-smoke-forming propensities.

We have talked about these two ways hydrocarbons burn as if they were entirely separate. In virtually all practical burning of hydrocarbons, however, both processes go on simultaneously and the general character of the flame depends on which predominates. This, in turn, depends on surrounding conditions. Early mixing and preheating of hydrocarbons and air, plus time for the oxygen molecues to enter the hydrocarbon molecules, favor hydroxylation. Rapid heating, and lack of mixing time, favor thermal decomposition (cracking).

We've gone into the behavior of hydrocarbons for two reasons: (1) The biggest part of practical combustion work involves hydrocarbons; natural gas and oil are hydrocarbon fuels, and so is the volatile matter of

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A.F. Evans
Plant Supt.
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Roy Ross, to whom this letter is addressed, is Street's senior field technician in the Philadelphia area.

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coal. (2) It shows clearly that while our familiar chemical equations for combustion are useful in calculating air requirements, etc., we must know more about what happens between the starting point and the finish if we are to operate firing equipment and furnaces successfully. The actual combustion process may consist of several reactions, and their nature depends on the form in which the basic elements carbon and hydorgen appear in the fuel, and the way burning takes place.

What Are the Basic Fuels? Thus, to understand practical combustion problems we must take a look at each of the forms in which carbon and hydrogen appear in commercial fuels and the steps through which they pass in burning. This isn't as tough as it sounds, since for our purposes we can consider all complex fuels as combinations of three simple or elementary fuels: (1) gaseous hydrocarbons, (2) solid carbon, and (3) mixture of carbon monoxide and hydrogen. Each of these general groups contains a variety of fuel substances which differ in minor respects (charcoal and coke in the solid-carbon class, for example) but each group displays a generally similar pattern of combustion.

Some commercial fuels are simple mixtures of these elementary fuels. For example, coal gas is essentially a mixture of gaseous hydrocarbons and carbon monoxide plus hydrogen. With other familiar fuels, our elementary fuels come into being during the burning process; fuel oil volatilizes into gaseous hydrocarbons before actual combustion. Some cracking may also occur, yielding solid carbon and hydrogen.

Coal is another fuel that decomposes into elementary fuels before actual combustion starts. When first exposed to the fire's heat, gaseous hydrocarbons, carbon monoxide and hydrogen are distilled off, leaving solid carbon behind. Hence, to know what actually happens when coal burns, we must know the individual burning processes of all three elementary fuels.

How Carbon Burns: We've got the toughest of these under our belts, having already seen how gaseous hydrocarbons burn. The way carbon burns has puzzled the experts for many years but careful experiments seem to back up the current theory. This assumes that oxygen penetrates the carbon surface to break away atoms which hook up with the oxygen in a loose sort of carbon-oxygen compound that is unstable. It is not a true chemical compound because proportions of carbon and oxygen atoms are not fixed, nor is it entirely a mixture, since the oxygen cannot be driven off.

Depending on temperature and other conditions, this physiochemical compound breaks up into carbon dioxide and carbon monoxide. If there is an excess of oxygen, carbon monoxide is oxidized to carbon dioxide. If carbon is in excess, dioxide is reduced to monoxide.

Burning H_2 and CO: Hydrogen and carbon monoxide are grouped together as an elementary fuel because they commonly occur together and their burning processes are alike. In ordinary combustion work, conditions are such that both burn according to the familiar simple reactions:

$$2H_2 + O_2 = 2H_2O$$
$$2CO + O_2 = 2CO_2$$

Hydrogen burns more than 2.5 times as fast as carbon monoxide when they burn together with excess oxygen. # #

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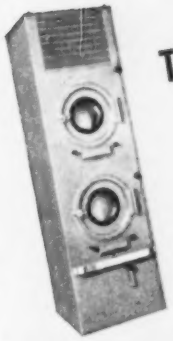

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Color Loss From Oxidizing Bleach

We successfully removed stains from the front of this dress which the customer said were coffee. We delivered the dress in good condition, but the customer returned it showing a partial color loss, which got worse the longer it hung. What happened? —*G.R.C., North Dakota*

Examination of this garment reveals that the discoloration has been caused by a loss of color.

It is impossible to determine definitely the exact source of this damage but we are of the opinion that a mild oxidizing agent was used on the garment in an effort to remove the stains present. The fact that the discoloration became more severe the longer it hung would indicate that the added oxygen the fabric absorbed from the air plus the oxygen that was present from the oxidizing agent was sufficient to do the damage.

Various hair preparations contain oxidizing agents, the most common being cold-wave solution. When these contact garments they react in the manner described above and the damage takes a certain period of time to develop. The spotting chemicals you used on the garment do not contain oxidizing agents and we doubt if they were the source of the damage.

Unfortunately there is no means of restoration other than to redye the garment.

Shrinkage of Ribbed-Weave Fabric

This dress went through our regular drycleaning process and was not spotted. It was given a short extraction to prevent wrinkling, and tumbled for 25 minutes. Now the customer claims the dress and jacket have shrunk about two inches. The store has no explanation for the shrinkage; it will replace the dress if a laboratory analysis verifies the fact that it was not wet-cleaned.—*P.M.D., Puerto Rico*

This type of fabric very definitely does shrink and has become a problem wherever it is drycleaned. The failing, however, is one of construction rather than in the cleaning procedure.

Rib-weaved fabrics of this type are made by weaving fine rayon yarns over and under a rather heavy cotton yarn. As soon as any moisture contacts the heavy cotton yarns a swelling of this yarn occurs. When this happens, it causes a pulling of the rayon yarns and shrinkage is the result.

Holes in Drapery Pattern

The customer claims these drapes were not torn when she brought them in. However, since the damage occurred only on the yellow thread of the design and on one edge, which was probably exposed to the sun, we think it is due to faulty dye or some other defect in the fabic. The drapes were drycleaned by standard procedures and were not spotted.—*P.F.C., New York*

The damage that has occurred to these draperies is a not at all uncommon problem for which the drycleaner is often blamed, although it actually is not his fault.

The design was placed in this fabric by discharging the original color from the fabric. Then the colors of the pattern were dyed where the original color had been discharged. In discharging this color a reducing bleach such as sodium hydrosulfite was used. Unfortunately, this bleach was not completely rinsed from the fabric and a certain amount of the sulfur compounds remained in the discharged area.

When drapes, or any fabric for that matter, hang for a prolonged period exposed to the gases (acid) and moisture that are normally present in the atmosphere, an acid condition is built up in the fabric. Eventually the same damage would occur on all the fabric but it occurred in the pattern first because that area contained more sulfur compounds, which could then form a stronger concentration of acid. The fibers in this area were weakened by this condition to such a degree that they could not withstand the mechanical action of the standard cleaning process.

Discoloration of Silk Shantung

The two samples show the original pink silk shantung fabric of a customer's dress, and the way it looked after spotting. We used a little ammonia and synthetic detergent to remove a small black stain from under the arm. When feathering out the spotted area the dress turned a blackish purple wherever it was wet, and we could not bring back the original pink color. Is this discoloration our fault or the manufacturer's?—*A.D.C., Michigan*

This fabric has been made from pure silk yarns. The black dyestuff contained in the filling yarn is fugitive to alkalies, although it is fast to plain water.

Silk fabrics are usually dyed with an acid dye. This means that, like wool, they bleed in the presence of an alkali such as ammonia. Such bleeding quite often occurs on wool fabrics but it is comparatively easy to flush it from the fabric before it starts to cause a discoloration.

In this case, the dye bled from the black yarns and discolored the pink yarns. The only hope of restoration is to start the dye bleeding again with an alkali and a wetting agent and then flush the black dye from the pink yarns. Once they are cleared, sour the area with a weak acetic acid solution to again set the dye, thus preventing further bleeding.

While your spotting procedure might have been the one followed by the majority of spotters it must be remembered that, with silk again becoming fairly common, alkalies cannot be used on them without fear of bleeding color. Although this fabric might be classed as one the spotter can easily be caught by, we do not believe the damage in this instance can be attributed to the manufacturer.

Many Sources for Scorch Spots

Could you tell us what caused the bad spot on this blue skirt?—*E.L.C., Georgia*

Microscopic examination of the damaged fibers as well as observation under ultraviolet light indicate that this spot has been caused by scorch.

It is, of course, impossible to determine the exact source of such damage since it could have occurred in any number of ways. From the shape of the damage there is a possibility that the garment could have been laid against a hot pipe or similar object that was sufficiently hot to char the fibers.

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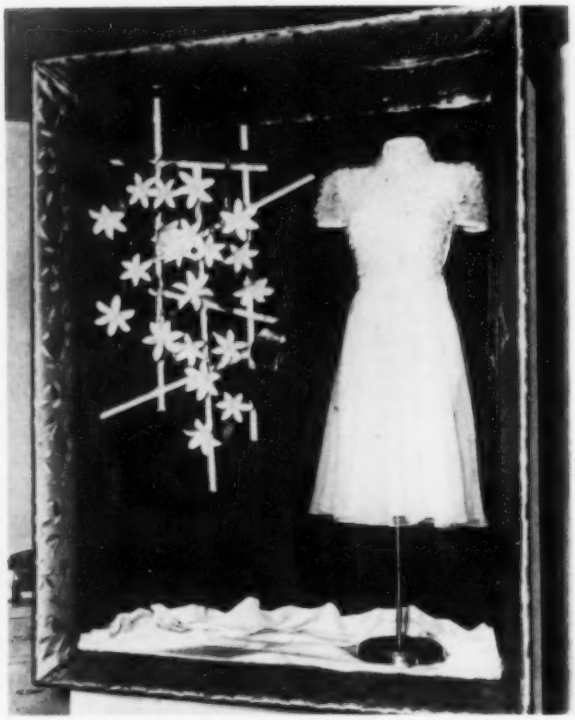

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Invitations to brides plus packaging and display bring in formals and follow-ups

A FIVEFOLD INCREASE in wedding dresses and party gowns was achieved in ten months by Bazaar Cleaners at Midvale, Utah, a fashionable suburb of Salt Lake City. Promotion consisted only of direct mail slanted to brides, store display and fancy packaging.

Bazaar, which is operated by Mr. and Mrs. Kenneth Nell, gets a list of all brides-to-be from local florists and jewelers and by checking newspaper announcements. The plant has its own equipment for making up embossed invitations. One of these is mailed special delivery to each prospective bride. The card invites the young lady to come to the plant and see how the wedding gowns and bridesmaid dresses are finished and packaged.

The same type of promotion is used for college parties and other large social events where formal dress is worn.

Special wedding and party-dress boxes and boxes for veils and hats are ordered in all pastel shades to match the gowns. Three-inch ribbon in matched shades is used to tie the gown into the box, with a large bow across the top. The gown boxes are 14½ inches wide, 24½ inches long, and 4½ inches deep; the veil boxes 10 by 12½ inches and 2 inches deep. The larger boxes cost $7 per dozen, the smaller ones, $5.50.

These boxes are ordered through a department store when it places its own orders for holiday boxes. In this way, Mrs. Nell says, she saves approximately 40 percent, because the store gives her its own bulk-order rate.

At two downtown dress shops and one large department store, Bazaar Cleaners keeps a display of a wed-

GOLD-PACKAGED wedding gown, silver-boxed veil shown by Mrs. Kenneth Nell. Similar cellophane-topped boxes are displayed at retail stores

For near elimination of wet cleaning

In plants not equipped with combination washer-extractors

1. Activate the solvent in washer and filter with 4% of FORMULA 886 for repeated use.

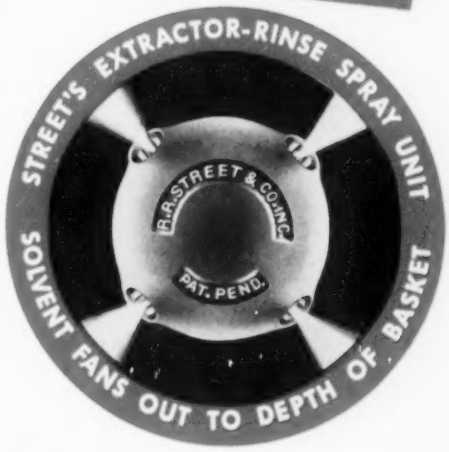
2. Then charge the 4% solution with sufficient solubilized water to provide a given value of electrical conductivity.

3. Maintain a uniform filtered charge of 886 and water for each successive load through the use of STREET'S Strong Soap Test Kit and STREET'S CONDUCTIVITY CONTROL UNIT.

4. After cleaning the fabrics on filter circulation in the activated solvent, transfer the fabrics for extracting with the piping arranged to divert the 4% extractings to a tank reserved for the activated solvent, in order that it may be used repeatedly.

5. Then, instead of transferring the fabrics to a washer reserved for rinsing, the fabrics are left in the extractor, and without reduction of speed, volatile solvent is pumped into the extractor through the spray unit illustrated at lower right which distributes the rinse solvent evenly throughout the load, thus diluting the activated solvent left in the fabrics after the preceding extraction. During this operation the drain is diverted to a different tank reserved only for rinse solvent. Following the extractor rinse the fabrics are left in the extractor for the conventional extracting period prior to drying.

6. After drying, note the brighter colors, whiter whites and near elimination of wet cleaning. To enjoy these results with uniform safety you must employ an accurate conductivity control unit and a scientifically designed extractor spray unit. To avoid costly experimentation go directly to the inventor for both.



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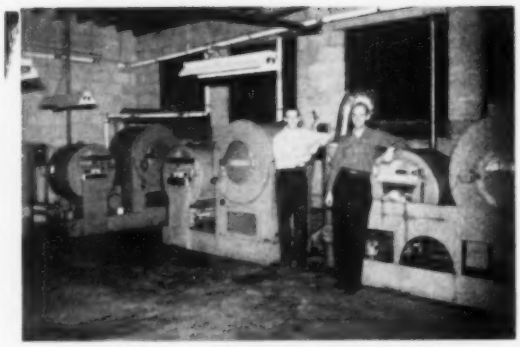
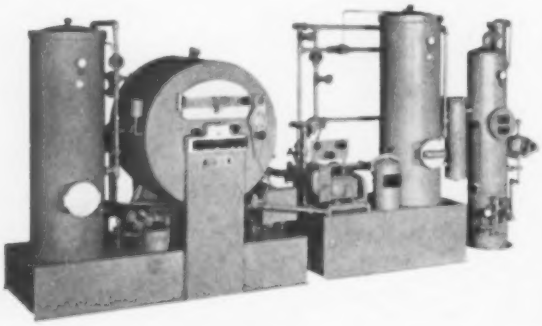
MERCURY'S TWO METHODS OF TWO-BATH CLEANING

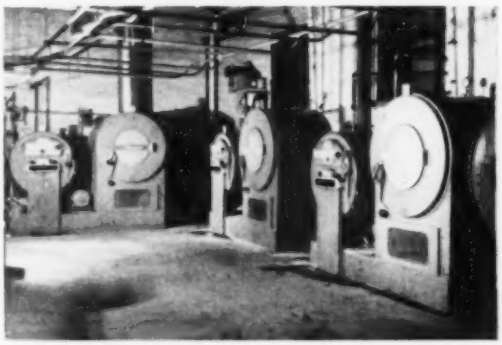
1—Hundreds of Mercury owners have installed MULTIPLE Mercury Units (see pictures at right) for Two-Bath cleaning. One or two units for 3% SSS and one unit for the rinse.



MERCURY CLEANERS—Marysville, Ohio



48 lb. Washer-Extractor with Rinse-Bath Unit and Still



LUNGSTRAS CLEANERS — Kirkwood, Missouri

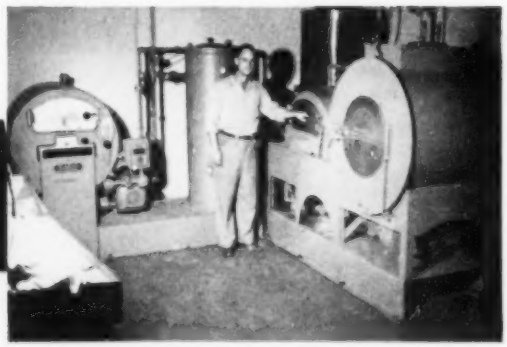
2—With the new rinse-bath unit (shown in center of picture above) the Two-Bath Method is now possible with *NO TRANSFER OF FABRICS.*

The Mercury Rinse-Unit with Still (optional) may be used with one or two Mercury washer-extractor units; *and* may be connected to *any* size or model of Mercury Unit.

Many larger plants have added a Mercury for specials, reruns or Two-Bath runs of silks and whites. Some have completely replaced less modern equipment with multiple Mercurys; *up to six units.*

GRINER'S CLEANERS — Burbank, California

Available in 36-lb. and 48-lb. sizes for use with either 140° F. or Stoddard solvent.



IDEAL CLEANERS —Valentine, Nebraska

DRY CLEAN WITH DRY HANDS

MERCURY

MERCURY CLEANING SYSTEMS, INC.

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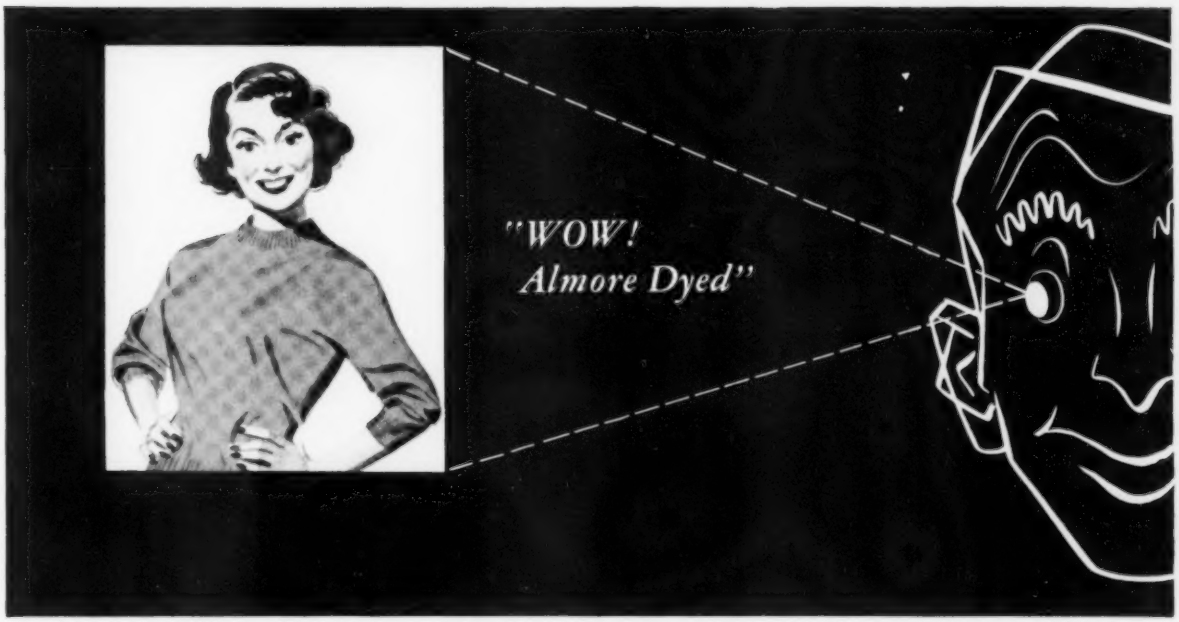

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DYE HOUSE

...the dyeing name of undying fame

4412 WENTWORTH AVENUE • CHICAGO 9, ILLINOIS • LEON TEICHNER, PRESIDENT

ding gown and veil and hat packaged, with the open box covered with cellophane. A printed card under the cellophane states that this is a special bride's service.

In the cleaning plant store, set up so it can be seen through the plate-glass front from the street, there is a stage-type display 67 inches high, 54 inches wide and 22 inches deep. During May and June and at "partying" times this display has a wedding gown or formal dress as its central feature. The dresses are furnished by downtown stores. The display, changed every two weeks, is spotlighted at night from closing time until midnight. A special display is used for Christmas, Valentine's Day, Easter, Mother's Day, Father's Day, Fourth of July, Hallowe'en and Thanksgiving.

Prices charged for party gowns and wedding dresses are considerably above the average for the area. Wedding gowns run from a minimum of $10 to $35. Bazaar Cleaners has no routes and no branch stores. During May and June of 1951, with only the promotion described above, 64 wedding gowns were brought in, with a total charge of $976. This did not include the bridesmaids' dresses and other party dresses which came with these wedding gowns.

Mrs. Nell reports that she gets around 33 percent response from her engraved invitations to brides-to-be, in direct orders. Better than 40 dresses a year come in from the dress-shop and department-store displays and promotion.

Furthermore, Bazaar is getting a substantial follow-up volume from these young people which has had a great deal to do with a better than 200 percent increase in regular drycleaning volume in 18 months. # #

DRESS DISPLAY SEEN from street through plate-glass front of Bazaar Cleaners plant. Window boxes are also changed for seasons—poinsettias inside at Christmas, holly trees in stone boxes outside; lilies at Easter, and other blooming plants all summer

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Call on HOFFMAN for custom-fitted BOILER SERVICE

1. Analyzes your steam requirements exactly
2. Prescribes the right-size boiler for your needs

Avoid embarrassing over- or under-capacities in your plans for a new boiler. Let your Hoffman representative calculate your requirements—he's trained to know the steam needs of all your equipment. And he's prepared to help you select, for top efficiency and top economy, the one Hoffman Steamaster boiler just right for your plant. (Models from 3 to 150 H.P.) Call him today.

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AT BANQUET at Mid-West Cleaners and Launderers convention, left to right: William Jacobs, AIL director; Mrs. Jack Bates; Jack Bates, new president of Kansas Association of Cleaners and Launderers; Mrs. Otto Klein; Otto Klein, sergeant-at-arms of Associated Cleaning and Laundry Services of Missouri; Mrs. V. O. Barnhart; V. O. Barnhart, new president of Missouri group

Mid-West Convention at St. Louis

by LOU BELLEW

TWO JOINT ASSOCIATIONS, the Associated Cleaning and Laundry Services of Missouri and the Kansas Association of Cleaners and Launderers, were hosts at the Mid-West convention held April 16-18 in St. Louis. The relatively small attendance of about 200 Midwesterners was no doubt influenced by a snowstorm and a 28-degree temperature, the record low for April 17 in the St. Louis area.

The first afternoon of the meeting was devoted to plant visits and an open house at the hotel. The business talks got under way the next morning with a presentation by William Jacobs of Criterion Cleaners-Launderers, Kansas City, Mo., of AIL services, with colored slides to illustrate. In a talk on selling Ralph Carney, retired vice president of the Coleman Company, Inc., Wichita, declared that businessmen have forgotten how to sell during a 13-year period. In the event of peace, he foresaw unprecedented competition for the consumer's dollar within the next six months.

The economic future under the new administration was discussed by George Y. Klinefelter, Elite Laundry, Baltimore. After 20 years of administration on a "crisis basis," he said, we can expect sane thinking and slow changes from the new government. While no one should expect miracles, he believed the future looks brighter.

The Saturday-morning session featured Warner Williams of Crown Laundry & Cleaners, Mexico, Mo., speaking on his tryout of a launderette in a branch store. Jean Ulbright, industrial consultant of St. Louis, presented films taken in several laundries to show more efficient operation through simplification and reduction of motions. Bob Cowie of NID spoke on workflow in drycleaning, and spent considerable time answering questions from the attentive audience.

Jack Bates, genial new president of the Kansas association, served as moderator on a panel made up of representatives from leading St. Louis department stores. The store folks disclaimed any undue problems with unserviceability of present fabrics, but showed great interest in the difference between laundering and wetcleaning as explained by various members of the audience.

Winding up the sessions, L. E. Nieman, owner of the big King Motel outside of St. Louis, spoke briefly on "Laundry Problems of the Motel Operators." The main problem, he said, is the temptation to install their own laundry facilities because of unsatisfactory commercial services. According to Mr. Nieman, laundry facilities are operated by 25 percent of the 45,000 motel units in the country, representing an investment of more than six billion dollars.

Grand finale, of course, was the banquet, followed by dancing.

New officers of the Associated Cleaning and Laundry Services of Missouri are: V. O. Barnhart, St. Louis, president, succeeding Warner Williams of Mexico; David Oxley, Springfield, H. E. Gordon, Kansas City, and Conger Beasley, St. Joseph, vice presidents; Otto Klein, St. Louis, sergeant-at-arms, and A. P. Goldrick, St. Louis, secretary-treasurer. Mr. Goldrick, incidentally, was in charge of the convention arrangements.

New officers of the Kansas Association of Cleaners and Launderers are: Jack Bates, Kansas City, president, succeeding C. J. Haas, and Spencer Baltz, Emporia, vice president. Harry Widman continues as secretary-treasurer. Directors are: Dan Blanchard, Kansas City; A. T. Elam, Parsons; Ed Elam, Lawrence; Harold Miller, Newton; George Pottorff, Russell Johnson and Bill Reid, Wichita; Ted Haas, Junction City; Adrian Smith, McPherson, and Roy Bayless, Great Bend. # #

SEVERAL MIDWEST STATES were well represented at meeting and wind-up banquet

NO RINSE
NO SHRINKAGE
NO WRINKLES
NO WATER
CARRYOVER

With
Non-Ionic

REE-TONE

Formerly Called **REE-TEX**

FOR THE STRONG SOAP OR CHARGED SYSTEM OF CLEANING

Designed for Satisfaction to Your Customers

REE-TONE is Equally Adaptable in the "Batch System" of Adding Detergent to Each Load. REE-TONE is Light in Color, Barely Tints Solvent and Just a Look Tells You When the Solvent Has Picked Up Dye or Other Impurities and It is Necessary to Distill or Treat the Solvent with Darco, Magnesol, D. C. Filtrol or other purifying powder.

REE-TONE works with ANY filter powder.

REE-TONE does not affect filter pressure.

REE-TONE does not affect proper functioning of a vacuum still.

REE-TONE works the same with petroleum or chlorinated solvents.

REE-TONE makes a long dilution emulsion for adding water and no separate product is necessary.

REE-TONE is non-rancid and cannot leave an objectionable odor.

REE-TONE which is left in garments improves the body, feel, finish and color of fabrics to an extraordinary degree.

Write for the REE-TONE Folder

which supplies further information and simple instructions for using REE-TONE.

Oldest Exclusive Manufacturer of Dry Cleaning Chemical Products in the United States.

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NO SUMMER SLUMP

IF SUMMER DRESSES, SLACKS AND SPORT SHIRTS ARE KEPT OUT OF THE HOME WASHER

YOU CAN DO IT WITH

REE-DRAPE

Which Gives Garments a New Body, Feel and Finish

REE-DRAPE IS DESIGNED TO PLEASE YOUR CUSTOMERS, and this new type of sizing and finishing material is offered for the first time to the general dry cleaner.

REE-DRAPE *is liquid. Mixes easily with petroleum or synthetic cleaning solvent.*

REE-DRAPE *is removed in dry cleaning so does not build up with repeated application.*

REE-DRAPE *is harmless to natural and synthetic fabrics.*

REE-DRAPE *is odorless, neutral and not sticky.*

REE-DRAPE *is non-toxic and harmless to skin.*

REE-DRAPE *is not affected by perspiration.*

REE-DRAPE *increases spot resistance, reducing future spotting.*

REE-DRAPE *reduces finishing cost through easier pressing.*

REE-DRAPE
Can Be Applied By:
The Dip Method In The Wheel
(WITH PROPER SET-UP)
By Spraying
IF NECESSARY

YOUR COST
As Low As ¼¢ for a Silk or Rayon Dress . . . Less Than 1¢ for a Summer Suit

REE-DRAPE PRICES
5 Gal. Can, per gal. . . $3.95
1 Case 4 Gals., per gal. $4.35
1 Gal. Bottle, per gal. . $4.70

USE OUR BUTTON TAG
It Tells Your Customer REE-DRAPE Made The Garment Look And Feel Like New

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Joint Group Meets in Hartford

by HANK MOZDZER

THE TWO-DAY annual convention of the Connecticut Launderers and Cleaners Association, held at Hartford April 17-18, drew an attendance of over 75 delegates.

Following the pattern used successfully in the past, the first evening was devoted to getting acquainted and was highlighted by a banquet. The dinner speaker, the Rev. Robert G. Keating, espoused a positive view of life in his talk, "A Sense of Humor Helps."

Boston economist Gretchen McMullen urged the delegates to watch surveys on home economics and use the information to expand their services accordingly—a simple measure which she felt most businessmen neglected.

At the business meeting the next morning, six directors were elected. New board members are Neil Ehlers of Middletown and Frank Comeau of New Haven. Renamed to the board were Gerald Reuter of Waterbury, George Willard of Manchester, and W. B. Van Dine and Arthur Stevens of Hartford.

Officers for the new year are George Grasser, Wallingford, succeeding William Minty of Bridgeport as president; Walter J. Brophy, New Haven, vice president, and W. B. Van Dine, secretary-treasurer. Robert S. Hawthorne was renamed executive secretary.

Industry members showed great interest in Gerald Reuter's legal-aid and trust-fund reports concerning amendment of Connecticut's Labor Relations Act and a variety of employee insurance plans.

The afternoon talks were led off by John Carruthers of John Carruthers & Co., Boston accounting firm, who foresaw less government interference, lower taxes and more emphasis on specialized services in the industry. Frank J. Onorati of the AIL presented its "Washable Seal" program, while William White of the NID held the group's attention with "Practical Operating Tips."

All speakers were barraged with questions during the "Town Meeting" part of the program preceding the cocktail party which wound up the convention. # #

OFFICERS AND DIRECTORS of Connecticut Launderers and Cleaners Association, left to right, seated: George Grasser, president; Gerald T. Reuter, director; W. B. Van Dine, director and secretary-treasurer. Standing: Bob Hawthorne, executive secretary; Neil Ehlers and Arthur Stevens, directors; William Minty, director and past president; Walter Brophy, vice president

Two Dakotas Meet

PROBLEMS OF THE DRY-CLEANING industry in the two Dakotas were discussed at the annual convention of the Dry Cleaners Association of the Dakotas, held May 1-3 in Aberdeen, S. D. About 200 delegates attended the sessions and listened to speakers explain up-to-the-minute developments.

Reelected to another term as president of the group was Ralph Van Buskirk, Scotland, S. D. Harold Reed, Fargo, N. D., was named vice president, succeeding Kenneth Roberts, Rapid City, S. D. Lester Brown, Sioux Falls, S. D., was given another term as secretary.

Six of the seven sectional vice presidents were also reelected. They were: Kenneth Reimaas, Redfield, S. D.; Titus Unger, Dell Rapids, S. D.; John Scott, Mitchell, S. D.; Leonard Roeszler, Ashley, N. D.; Hans Wollebeck, New Rockford, N. D., and Ernest Martinson, Harvey, N. D. Irvin Holdt, Belle Fourche, S. D., was named vice president of Section 4, succeeding Floyd Devish, Gregory, S. D.

Several speakers prominent in the cleaning business were on the program. They included Joseph Fitpold, U. S. Hoffman Machinery Corporation, who discussed new type presses and washers; John P. Gray, Adco, Inc., who talked on heavy soap; Bill White, National Institute of Drycleaning, who offered practical operating tips, and Paul Schilling, head dyer for Kran-Mer Corporation, who discussed that phase of the industry.

SOME OF OFFICERS of Dakotas association, left to right: John Scott, Hans Wallebeck, Lester Brown, Leonard Roeszler, Ralph H. Van Buskirk

On the opening day of the convention, the visiting cleaners inspected local plants. The Saturday activities culminated with a banquet, floor show and dance. Activities wound up Sunday with a forum and a noon luncheon.

The convention concluded the first year that drycleaners of the two states have operated together as a joint association under its present name. # #

You Can Earn BIG PROFITS Shampooing Rugs, Carpets & Upholstery

Rug, carpet and upholstery cleaning department started as side-line often becomes most profitable part of business!

THERE'S BIG MONEY in rug, carpet and upholstery cleaning . . . and YOU are in a good position to earn it. Your customers have rugs and upholstered furniture that need cleaning at least once a year. Many of them have tacked-down carpeting that never gets cleaned . . . until some enterprising cleaner comes along and offers to shampoo it on location. YOU can get this business. Your customers know you for dependable workmanship, and will readily trust you with their cleaning.

A Bright Future

Business from your present customers is only a beginning. Aggressive advertising will bring you plenty of new business . . . not only from homes, but also from stores, theaters, hotels, apartment buildings, lodge halls, churches, etc. HILD helps you advertise at small cost by furnishing newspaper ads, radio announcements, postcards, circulars and many other Sales and Advertising Aids.

Easy to Get Started

All the HILD Equipment you need to get started can be bought with a down payment as low as $450. A HILD representative will carefully instruct your employees. HILD pioneered on location cleaning and the HILD System is today used by leading cleaners everywhere. Don't delay getting into this big-volume, money-making business. Mail the coupon *now!*

HILD Portable Rug Beater

No more hand scrubbing with the HILD All-Auto-Matik Upholstery Shampoo Machine

HILD Wet-and-Dry Heavy Duty VACUUM

Mail TODAY for FREE CIRCULARS

HILD System — MAINTENANCE EQUIPMENT & SUPPLIES

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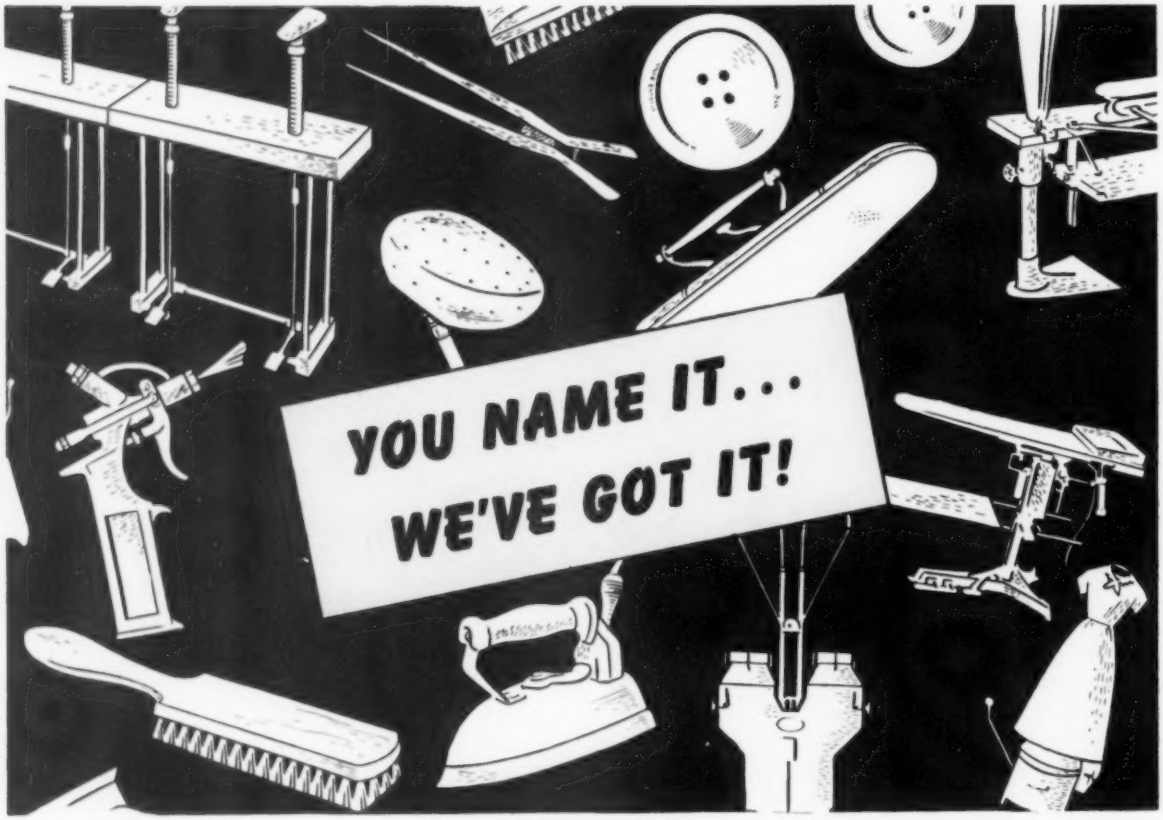

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1. Cheaper . . . It costs only 1/10 of a cent a gallon to distill solvent with your BUTLER Pure-Flo Still!

2. Easier . . . . Automatic controls do the distilling job *for* you . . . automatic temperature, heat and solvent feed controls!

3. Faster . . . . You can use *any* soap or soap formula . . . do more cleaning in washer . . . get more out of *all* equipment—faster!

Don't let spotting and wet cleaning rob you of profits! Find out if dirty solvent is the thief! Write today to have a BUTLER representative test your solvent *right in your own plant.*

***No matter what cleaning equipment you need*—CALL BUTLER FIRST!**

See your Butler sales representative, or write:

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Allied Tradesmen Convene

by JAMES A. BARNES

BUSINESS AND ENTERTAINMENT made up a well-balanced program for the more than 300 delegates who attended the 24th annual convention of the Laundry and Cleaners Allied Trades Association and the Laundry and Drycleaners Machinery Manufacturers Association. The convention was held April 22-25 at Hollywood Beach, Florida. The allied trades "oldtimers" held their second annual luncheon meeting during the convention.

Delegates heard Dr. Tennyson Guyer, public relations director, Cooper Tire & Rubber Co., describe "Blueprints for Tomorrow," and John Fox, president of

OLD TIMERS' LCATA CLUB and guests hold second annual luncheon get-together during convention

"Madam, do you want it tonight?"

What a profitable difference a SOLVO-MISER makes!

- Assures successful *charged* operations
- Doubles production
- Reduces operating cost
- Tops in recovery
- Perfect drying
- Saves pressing

Get the whole story . . .

SOLVO-MISER

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HOYT LARGEST MANUFACTURER OF DRYERS EXCLUSIVELY

HOYT MANUFACTURING CORPORATION
WESTPORT, MASSACHUSETTS

Send complete information:

☐	Model A.	Cap. 20 lbs.	$1095.00
☐	Model B.	Cap. 30 lbs.	1195.00
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Minute Maid Corp., outline the modern techniques which must be adopted to reduce selling costs and effect economic distribution.

The various committees reported on subjects ranging from future exhibit plans to the association code of ethics and what it means to member firms.

F. H. Ross, Jr., F. H. Ross & Co., Inc., was reelected president of LCATA, and N. S. Dahl, John T. Stanley Co., was renamed treasurer. The term of the secretary, W. J. Schleicher of Cowles Chemical Co., runs for another year.

The LCATA also elected new directors W. B. Appleby, Wyandotte Chemicals Corp.; W. E. Langford, Armour & Co., and John Young, Davies-Young Soap Co. Holdover board members are G. W. Boyd, Emery Industries, Inc.; T. S. Buchanan, U. S. Hoffman Machinery Corp.; H. G. Henderson, Hugh G. Henderson Co.; E. E. Jewett, Goss-Jewett & Co., Inc.; R. H. Lees, Carman & Co., Inc.; J. R. Morris, Virginia-Carolina Laundry Supply Corp.; W. H. Rometsch, Fletcher Works, Inc.; M. J. Washburn, Troy Laundry Machinery Div., and Wayne Wilson, American Laundry Machinery Co.

The LDCMMA reelected B. O. Gottry, Butler Manufacturing Co., president, and D. A. Freeman, G. H. Bishop Co., vice president. John Clement, Bock Laundry Machine Co., was elected treasurer to succeed his father, C. H. Clement, of the same firm.

J. E. Ryaa, Jensen Mfg. Co., was elected to the LDCMMA board of directors, and S. G. Braun, The Prosperity Co., Inc., was reelected. Holdover directors are Raymond Anthony, American Laundry Machinery Co.; Joseph Friedman, U. S. Hoffman Machinery Corp.; Ira C. Maxwell, The Unipress Co., Inc., and M. J. Washburn, Troy Laundry Machinery Div.

It was announced that the 1954 convention will be held April 27-May 1 at the Broadmoor Hotel, Colorado Springs, Colorado. # #

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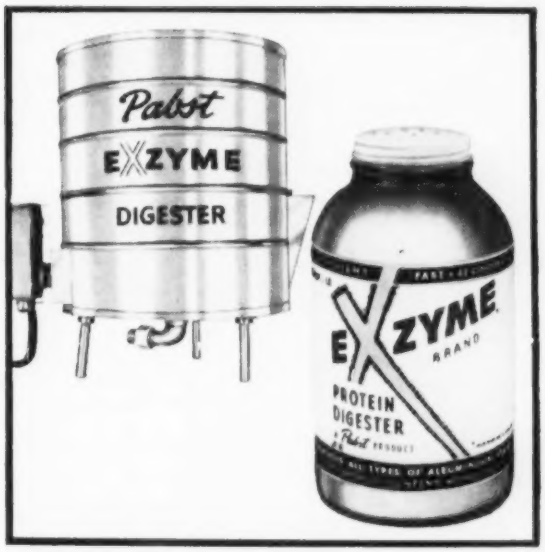
Use "sweet" smelling, non-souring EXZYME brand protein digester in the new single unit, stainless steel digester tank. It provides the most effective, efficient, cheapest and safest way to remove all protein stains from cottons, silks, satins, rayons and synthetic fibres. Let time work for you, remove soils the easy way, in the tank.

This tank has a capacity of eight gallons with an electrically heated water bath thermostatically controlled. A pilot light tells when the current is on. Ideal for use in limited space as it is only 20″ high and 14″ in diameter. It cannot chip, rust, corrode or stain, and carries a one year guarantee by the maker, Al Tash Dye Works, Grand Prairie, Texas. Drains easily, nothing to lift.

Your distributor has a most attractive offer on the tank and EXZYME. Ask him about it, or write to:

PABST SALES COMPANY
Industrial Products Division
221 North LaSalle Street • Chicago 1, Illinois



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LEGAL DECISIONS

by A. L. H. STREET

Regulation of Cleaning Charges

Can a State constitutionally provide for fixing minimum price schedules for cleaning, dyeing and pressing services?

That this question still remains unsolved, so far as any answer of widespread application is concerned, is emphasized by the decision rendered by the California Supreme Court March 10, 1953, in the case of State Board of Dry Cleaners v. Thrift-D-Lux Cleaners, Inc., 254 Pac. 2d 29. By a narrow vote of four to three, the seven justices of the Supreme Court answered the question—for California—"No."

Of course, the decision has no binding effect outside that state. Furthermore, its persuasive force upon other courts is diminished because the fourth justice virtually decided the case by voting with the three judges who thought the California minimum price act was void, as against the three who thought it was valid.

Although the majority decided that the legislature had no power to provide for minimum price schedules, that decision loses some force because the ruling that the law was unconstitutional was partly based upon a ground that most courts would be apt to regard as sound. That ground, in substance, is that the act provided no standards to be observed by the administrative board, but, in effect, attempted to delegate legislative powers possessed only by the legislature, if by any governmental body.

The law created a board to consist of one member of the general public, two retail-plant owners, two wholesalers and two owners of press shops. The board was empowered to establish price schedules covering various items of cleaning, dyeing and pressing "for any city or county or other area," upon petition of 75 percent or more of licensed persons in that area. The board was to determine what minimum prices would enable cleaners, dyers and pressers in the area "to furnish modern, proper, healthful and sanitary services, using such appliances and equipment as will minimize the danger to public health and safety incident to such services." The board was also forbidden to fix prices at less than cost.

In Los Angeles County the minimum price for cleaning and pressing a man's suit was fixed at $1. The defendant charged only 69 cents for that service. The board sued to enjoin this violation, the trial judge in Los Angeles dismissed the suit, and the Supreme Court upheld that ruling.

The majority opinion reasoned: The law could not be regarded as a health and safety measure, because there were other statutes regulating cleaning establishments for those purposes. The law could not be treated as a war or emergency measure. "It is important to note that the statute itself in no way purports to prevent destructive and unfair competition or to suppress violence" growing out of price-cutting wars. Nor, says the majority opinion, could the act be sustained as being required by the "general welfare." Reference was made to a decision rendered by a California District Court of Appeal in 1938, declaring unconstitutional an ordinance fixing minimum cleaning charges.

Reference was also made to a decision of the Florida Supreme Court in 1938 upholding a statute regulating cleaning prices, on a theory that the cleaning industry is "affected with a public interest," under a liberalized view of some courts that the right to regulate charges by law is not limited to public utilities which enjoy monopolies. The four California judges did not think the power of regulation should extend to a competitive business like cleaning. They also said that a decision rendered by a District Court of Appeal, sustaining the validity of a 1937 statute fixing cleaning charges under the ill-fated National Industrial Recovery Act, was nullified when the United States Supreme Court declared that Act to be void.

The majority opinion said that unconstitutionality of the California law could be rested upon the fact that the state board, six of whose seven members were from the cleaning industry, was given unrestrained power to fix prices, without any governing standards. "A statute which attempts to confer such power undertakes an intolerable and unconstitutional interference with personal liberty and private property."

Here is the substance of the reasoning of the three dissenting judges:

The legislature can "prevent destructive price cutting, which has demoralizing effects on business itself and on its service to the public.

"The drycleaning industry has an unhappy history of ruthless competition marked by destructive price cutting and retaliatory sabotage. Early attempts at voluntary price regulation by internal agreements were struck down by the courts. . . The industry thereafter, from 1941-1945, achieved stabilization under price regulation by the Office of Price Administration. After the cessation of OPA regulation, the statute now held unconstitutional was passed by unanimous vote of both houses of the Legislature and signed by the Governor.

"The drycleaning business is highly vulnerable to price wars and their attendant evils. The industry represents millions of dollars in plants and equipment and requires the labor of thousands of skilled workers. It is subject to intense short-period fluctuations. The drycleaner cannot hedge against these fluctuations by stockpiling inventory or by large-scale buying of raw materials. . . . Destructive price cutting quickly starts a vicious train of sabotage, violence, eventual bankruptcy for many cleaners, and disruption of a service industry essential to the public health."

Close study of both opinions will suggest features that may be incorporated into legislative bills that will tend to obviate objections relied upon in the California case in declaring the statute void.

INVITATION TO THE READER

In this department of The National Cleaner & Dyer Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney, by citing what the courts have generally decided in similar cases.

BRIDGE THE *P & L* GAP

with a RUG CLEANING DEPARTMENT

THE
MULTI-CLEAN
Method

Shows You How!

There are thousands of rugs and carpets in homes and business places that have never been professionally cleaned. Many of them belong to your present dry cleaning customers. The Multi-Clean Method will not only help you get these jobs and others, but will equip you to handle them at handsome profits.

Using top-quality Multi-Clean equipment and materials with the recommended methods you will do the kind of work that will satisfy your customers and build you a steady profitable repeat business. The Multi-Clean Method can be used "on-location" as well as in your plant, thus opening up an even bigger field for you.

LET US HELP YOU GET STARTED! Right now is the time to get started in this profitable business. You can have a Multi-Clean expert come right into your plant to help you get organized. He'll train your help so they can handle rug and furniture cleaning in their slack periods, and you'll do more business without increasing overhead. Many cleaning establishments like your own have bridged their profit and loss gap with a rug cleaning department. Mail the coupon today!

SMALL INVESTMENT—BIG PROFITS
VERY LITTLE SPACE REQUIRED

Less than a thousand dollars puts you in business via the Multi-Clean Method. Many dry cleaners report they have increased their business by 35% and more . . . gained many new dry cleaning customers, too. Lack of space is no obstacle either, as one dry cleaner reports he turned a 20' x 24' room into a "goldmine." Remember, most of the money makers are "on-location" jobs, and for these, no plant space is required.

MULTI-CLEAN SCRUBBER
Balanced construction . . . finger-tip control. Four sizes: 12", 14", 16" and 19" brush spread.

MULTI-CLEAN VACUUM
Wet or dry pickup. Safe, portable, quiet. Attachments for every need. 5, 14, 20 and 55-gal. tank sizes.

MULTI-CLEAN PLANT TYPE SCRUBBER
Standard hose connections. Perfectly balanced for ease of operation. Two sizes: 16" and 19" brush spread.

MULTI-CLEAN CHEMICALS
RUG SHAMPOO with rich cocoanut oil base and powerful germicide. Safe on all carpets and rugs.
UPHOLSTERY SHAMPOO renews fabrics quickly, easily, safely. Contains powerful cleaning and germicidal agents.

ALWAYS USE GENUINE MULTI-CLEAN ATTACHMENTS AND MATERIALS

FREE! STEP BY STEP METHOD

A colorful 8-page folder, "The Right Way to Multi-Clean Carpets and Rugs" illustrates by clear diagrams and a few simple directions how to do a streak-free shampooing job. It tells how to get the right start, how to determine pile direction, how to prepare for shampooing, mixing the solution, adjusting scrubber, etc. There are also special helps and precautions, and a section devoted to the cleaning of upholstery.

MAIL THE COUPON TODAY!

MULTI-CLEAN PRODUCTS, INC., Dept. NC-6
2277 Ford Parkway • St. Paul 1, Minnesota

Gentlemen: Please send me the free folder, also more information on how I can open a rug cleaning department with The Multi-Clean Method.

Name _____

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City _____ *Zone* ____ *State* _____

THE MULTI-CLEAN METHOD: **The Only Complete Floor Maintenance Program Available Thru Authorized Distributors Everywhere.**

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Like **New York City and the United States Soccer Championship**

STOD-SOL *and STOD-SOL Test Bundle Service* GO TOGETHER

When your goal is bigger drycleaning profits, get a real "kick" behind your drive for new customers and greater customer satisfaction. Streamline your plant efficiency and improve the quality of your workmanship with Stod-Sol, the nation's leading drycleaning safety solvent, and Stod-Sol "Test Bundle" Service. Get complete information concerning this profitable product-and-service combination, from your nearest Stod-Sol distributor.

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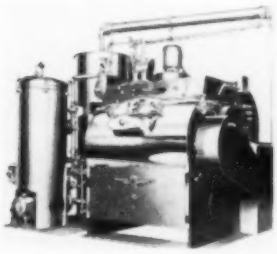
NEWS NOTES

IN THE TRADE

New Prosperity Unit



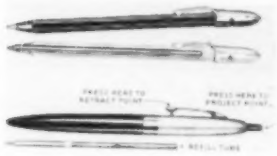
The Prosperity Company, Inc., Syracuse, N. Y., has introduced the Model 6-B, a fully automatic synthetic cleaning unit which is adaptable for use with straight solvent, charged soap or batch system. The Model 6-B is a fully enclosed, complete unit, which the makers claim will give maximum operational value through continuous, automatic functioning, with or without soap.

This versatile unit is designed to give timed, automatic soap injection for charged soap cleaning, with distilled rinse; timed, automatic injection of fresh soap for each batch, with distilled rinse, or a 24-minute cycle for straight solvent cleaning. Garments go in dry and come out cleaned and dry.

New features include high-speed extraction for minimum rinsing requirements, increased drying efficiency, and fast filling and draining through use of a modernized button trap and dump valve.

Prosperity features retained in the new model include the Formatrol Cycle Timer; large dust bags; full batch distillation; open-pocket, reverse-action cylinder; full flow filter capacity, and distilled-solvent rinse facilities, claimed to be essential with a charged system.

New Marking Pens



Two new "All-In-One" marking pens have been announced by Newhouse Company, Glendale, Cal.

The first is the new low-cost, expendable-type Mark Pen which is discarded when the ink is used up. The feature of this pen pointed out by E. J. Newhouse is a sealed inner metal ink tube which keeps the aniline-base ink from contact with the outer plastic barrel. Thus, sticking and clogging are impossible and the pen writes freely and smoothly right down to the last drop, according to Mr. Newhouse. Each pen is said to last for thousands of markings.

The second pen announced by Mr. Newhouse is the new Deluxe Mark Pen, which may be kept in use indefinitely. Refill sealed ink tubes are available for this pen and may be purchased separately. The pen has a retractable point and is shaped like a conventional fountain pen. It may be used as a writing pen as well as a marker for drycleaning.

According to Mr. Newhouse, tests on both of these pens show that the company's improved indelible ink flows evenly and stands up through all types of charged system drycleaning.

Warco Spotting Set

W. A. Ramsey, president of Warco Laboratories, Los Angeles, has introduced to the drycleaning industry a new spotting formula, the T.S.R. Set.

The set consists of two established Warco products, Pre-Oil-Break and Drop-a-Nuf, to which have been added Tannin Stain Remover, the latest product to be perfected in the Warco laboratories. According to Mr. Ramsey, when used in combination these three products are effective in removing stains of tea, coffee, Coca Cola, mustard, perfumes and unidentified oxidized stains.

The three half-pint bottles come in a single carton with full instructions. The Warco "stingy drop" cap is included for the Drop-a-Nuf bottle.

Improved Bock Extractor

The Bock Laundry Machine Company, Toledo, Ohio, has recently introduced a new 20-inch machine, Model M-100. The new model, Bock states, incorporates the experience of many years of building high-speed, durable and efficient extractors.

The new extractor is a completely new design about 3 inches lower than the old Model M-60, and is 36 inches high to the top of the curb. It has a completely new motor unit with larger shaft, 3 inches shorter, and the ball bearings are sealed and prelubricated. A new band-type brake stops all rotation in less than 10 seconds, and a new molded nylon ball seat and polished ball eliminate the necessity of removing the basket as frequently for lubrication.

The operating handle has been moved from the skirt front to the top and rear, and with the new magnetic-contactor-type switch, it is readily adaptable for timer attachments which can be furnished if specified.

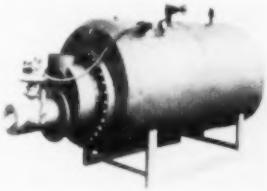
New Elcco Steam Gun

The new Elcco Electro Steam Gun Kits are designed for easy attachment to any press or spotting board, according to the manufacturer, E. L. Chrisman Co., Inc. Installed on any press, the Electro Steam Gun permits spotting right at the press, it is stated. In using the 4 percent solution, for example, garments can be taken directly from the cleaning room to the press for removal of spots with the steam gun, the announcement points out. Both steam and hot air are controlled with the two-position trigger steam gun.

For installation on any make of spotting board the company offers a new Elcco Electro Steam Gun which provides steam, both wet and dry; hot air, and vacuum. With its three-position trigger control, this gun permits the operator to do all major spotting right on the line through the elimination of pedal controls. Also, the operator can remain seated.

Complete information on the new equipment is available from E. L. Chrisman Co., Inc., Division of Fleetwood-Airflow, Inc., 421 N. Pennsylvania Ave., Wilkes-Barre, Pa., or 8255 Compton Ave., Los Angeles 1, Cal.

New Mund Boiler



A new immersion two-pass hot-water boiler that combines heating element and water storage tank in one unit, saving up to half in floor space with additional savings in fuel, has been announced by Mund Boilers, Inc. The new boiler is available for commerical and industrial application in capacities from 250 to 5000 gph with either gas or oil firing or combination.

Details on the new boiler as well as other "Packaged Steam" units in the Mund line, ranging from 5 to 350 hp, may be obtained by writing the company at 1600 N. Indiana St., Los Angeles 63, Cal.

Redesigned Filters

Titeflex, Inc., 500 Frelinghuysen Ave., Newark 5, N. J., has announced that its line of filters has been redesigned to reduce the amount of floor space required. As an example, Model IA-18-20 occupies 12 square feet compared to 16

SPOTS DISAPPEAR LIKE MAGIC with SOLVINK

The Guaranteed Spot Remover

And you can use these companion products profitably, too—

- **TANSOL**—for Tannin Stains
- **GREENZYME**—Digestant
- **IODAZE**—for Iodine Stains
- **SIZ-IN**—Hat Size

GREENVILLE CHEMICAL COMPANY
P. O. Box 1087
Greenville, S. C.

Yes, SOLVINK the guaranteed special-purpose spot remover, makes stains disappear faster—for there's nothing to dissolve, no waiting!

You can cut your spotting time in half and realize greater profits with SOLVINK.

Guaranteed safe for finest fabrics and colors when used according to directions. It's the ideal spot remover for ink, blood, rust and paint stains.

Order SOLVINK today on full money-back guarantee. Your jobber has SOLVINK, or write us (Dept. M-53) for free sample.

One-half pint set (two solutions) $2.25

Also economical pint, quart and gallon sizes.

square feet for the model it replaces, with larger savings in larger models.

Also, the control valves have been grouped in front of the filter at a readily accessible height. Motor and pump are placed in front of the precoat tank and the filter chamber to simplify maintenance.

Standard models of Titeflex filters are available with capacity on water from 300 to 10,000 gph, and larger filters can be built to specifications. Descriptive literature is available on request to Titeflex.

Ajax Improves Line

The Western Laundry Press Company, Salt Lake City, Utah, announces that it has completed extensive seam and spot welding facilities to mass-produce Hi-Velocity seam-welded heads and bucks for its line of Ajax presses. The announcement states that the theory of Hi-Velocity steam circulation, which Western first started to develop in 1945, was designed to make possible hotter steel heads by recouping the heat loss faster.

Western also announces that it is now in full production on its Cabinet Sleeve Press, which it states provides faster drying by means of hotter sleeve heads and bucks. It also announces for production in the near future, made possible by this process, a new Ultramatic Cabinet Bosom Press and a Hi-Speed One-Lay Shirt Unit.

"3-D" Sign Letters

A new line of three-dimensional, interchangeable, plastic-ceramic composition letters for signs and displays has been introduced by Hernard Manufacturing Co., Inc., 923 Old Nepperhan Ave., Yonkers, N. Y. The new series of alphabets comprises a complete range of styles and sizes.

Three types of letters are available: (1) letters with hardened steel pins molded in back, enabling them to be attached firmly to any soft background; (2) letters with sanded backs for gluing to hard surfaces; (3) track letters with lugs on bottom to fit in channels for upright signs. All three types may be removed and reused.

The new letters have a smooth white tile-like finish which may be colored with any type paint, lacquer or showcard color.

The new Hernard catalog and samples of three-dimensional letters are available upon request to the manufacturer.

New Numbering Machine

The Roberts Numbering Machine Company, Brooklyn, N. Y., has introduced its new Model 95L hand numbering machine, a lever-operated machine to replace the Roberts Model 37. The new model can be furnished with any number of wheels up to eleven whereas the previous maximum was six. Also, a wider selection in figure styles is possible in the Model 95L than has been offered previously.

A newly designed lever requires only the slightest pressure, the announcement states, to advance the numbers. One number can be repeated as many times as desired.

Dandux Literature

A new illustrated circular offered by C. R. Daniels, Inc., Daniels, Md., describes the company's line of Dandux elevated baskets and trucks, as well as standard types; also laundry bags.

Daniels has also issued a handy new catalog illustrating and describing its complete line of canvas and leather bags, showing simplified specification listings. This reference booklet, pocket-sized for convenience, also lists other types of products manufactured by the company.

Buckeye Booklet Available

A new 35-page booklet describing the uses of 32 different "Buckeye" drycleaning products is now being distributed by The Davies-Young Soap Company.

In easy reference form, the booklet tells exactly what type product is needed to do a particular job, the amounts to use, and how the product is packaged. According to John R. Young, sales manager, knowledge of the different products is now especially important because of the increasing number of new man-made fabrics.

The booklet is divided into nine sections: drycleaning soaps; products for chlorinated solvent drycleaning; wetcleaning soaps and synthetics; spotting specialties; garment retexture, size, and water repellents; rug, carpet, and upholstery shampoo; products for gloves and suedes;

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deodorant-neutralizer, and break and stain removal products.

The new booklet is available free from The Davies-Young Soap Company, Box 995, Dayton, Ohio, or its authorized distributors.

Sealtite Bulletin

A 4-page illustrated bulletin has been published describing Sealtite flexible liquid-tight electrical wiring conduit, said to be the first of its kind to gain Underwriters' Laboratories approval for use in wet locations. Suggested applications and specifications are included.

Copies of Bulletin UA-530 may be obtained by writing to The American Brass Company, American Metal Hose Branch, 692 Main St., Waterbury, Conn.

Origa-Fab Offer

The Harris Chemical Co. has announced a free offer of a test sample of Origa-Fab, its new product which is designed to restore the original "new" look to wetcleaned or dyed fabrics, and a booklet, "A Way To Get More Business," which gives drycleaners a promotional guide.

The Origa-Fab test sample, the announcement states, makes 12½ gallons of working solution. This is simply added to the last rinse water, requiring no extra equipment. According to the manufacturer, Origa-Fab reduces pressing time by 20 percent, eliminates creping of mixed fabrics and dye or extractor wrinkles, and makes spotting easier.

Samples of Origa-Fab are available through jobber-suppliers, or direct from Harris Chemical Co., Cortland, N. Y., when requested on a business letterhead.

Mothproofing Booklet

A new booklet offered by the Signal Chemical Mfg. Co., Inc., tells "How To Build Business With a Demothol Mothproofing Department." It includes interesting facts about the eating habits and life cycle of the moth pests and discusses in detail the use of Demothol five-year-guaranteed mothproofing.

Different sections of the eight-page booklet take up some of the following subjects: how long Demothol treatment lasts, its application, mothproofing carpeting, rugs, clothing, blankets, draperies, furniture and other items of interest.

The booklet suggests specific sales approaches and ideas on how to get the most out of the advertising aids provided by the manufacturer. For a free copy of this new booklet write to the Signal Chemical Mfg. Co., 11510 Kinsman Rd., Cleveland 4, Ohio.

New Butler Catalog

Butler Manufacturing Company has announced its new Cleaning Equipment Catalog, containing over 200 photographs and illustrations in color of its complete line of cleaning equipment and the equipment of allied companies.

A copy of the catalog may be obtained without charge by writing to Butler Manufacturing Company, 7400 E. 13th St., Kansas City 26, Mo.

Wilson Instruction Book

A new 20-page pocket-size booklet, "How to Use Wilson Go Products for Quicker, Safer, Surer Stain Removal," has just been issued by A. L. Wilson Chemical Company. The booklet gives complete tested directions for using eight different Wilson spot and stain removers in drycleaning, laundering and rug cleaning operations.

In a foreword to the booklet the company states that the directions, which have recently been revised and simplified, are based on 25 years of experience with stain-removal problems in the textile maintenance fields. Also, users are assured that by following directions carefully they will be able to remove more stains, remove them more quickly and with maximum safety to colors and tensile strength.

Copies of the booklet are available free on request to A. L. Wilson Chemical Company, Kearny, N. J.

International Price Cut

A substantial reduction in the retail prices of its light, medium, and light-heavy duty R-line models of motor trucks,

3 RELIABLE WAYS to EARN BIGGER FUR-CLEANING PROFITS

FOR ELECTRIFYING, GLAZING & REJUVENATING FUR GARMENTS

(1) LUSTERETTE

The Only Truly Portable Fur Ironing and Glazing Machine

- A must for any plant that handles furs.
- Just plug in and use, no overhead trolleys, tracks or shafts.

LUSTERETTE, Model L-50, Patent No. 1,979,030. (Wt. 7 lbs.) $197.50

(2) LUSTRE-MATIC

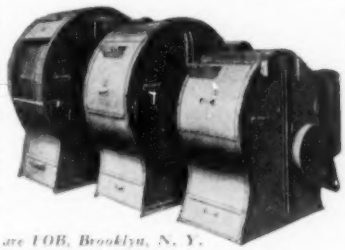
2 Models Now Available

A. Model EL-20—(Wt. 1000 lbs)—Illustrated. For MASS PRODUCTION Glazing and Electrifying. PRICE $2100.00

B. Model 25—(Wt. 700 lbs.)—Not Illustrated. Designed for the firm that handles 300-1500 Coats per Season. PRICE ..... $1495.00.

Either Machine pays for itself in one season's operation.

(3) DeLuxe TRIO of WOOD-LINED FUR CLEANING DRUMS



Model No. Coat Cap.
DeLuxe #1 12 per hr.
DeLuxe #2 8 per hr.
DeLuxe #3 4 per hr.

Prices are FOB, Brooklyn, N. Y.

Reliable FUR Storage Equipment Co.
DIVISION OF
RELIABLE MACHINE WORKS, Inc.
231 EAGLE ST. BROOKLYN 22, N. Y.

MAIL THIS COUPON NOW

Reliable Fur Storage Equipment Co. Div., 231 Eagle St., Brooklyn 22, N.Y.

( ) Please have your representative call to see us.
on _____ (date) at _____ (time)
( ) We are not in the market right now, but we would like to have additional information for future reference.
( ) Send us descriptive literature on your fur cleaning equipment.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

Cleaner's Clinic

BY "DOC" FILTROL

℞

SOLVENT TESTING

INTRODUCTION

The purpose of periodic testing of solvent is to determine whether or not excessive quantities of undesirable impurities have built up to a point where they will cause difficulties.

COMPLETE TESTING REQUIRED

For solvent testing to be of value it must be complete. Unfortunately, specialized laboratory equipment and knowledge is required for a complete test to be made. However, those plants who are members of our National Institute of Drycleaning may have their solvents tested in the Institute's laboratories free of charge. This service is of immeasurable value and we believe that it alone justifies the reasonable membership fee of the NID.

IMPURITIES

There are numerous impurities that accumulate in drycleaning solvent in the normal course of operations. In each case, limits must be set as to the quantity allowable before operating difficulties begin to occur. These impurities may be classed as: suspended or insoluble soil and soluble contaminants. In all instances, the insoluble soil is completely removed by means of an efficiently operating filter system. The removal of the solubles requires more attention; yet, may be maintained at safe levels with ease.

DC FILTROL CONDITIONS SOLVENT

Many cleaners, all over the world, make use of DC Filtrol as a convenient and economical product to insure the maintenance of clean sweet solvent at all times.

DC Filtrol is a combination adsorbent filter powder which removes all insolubles and many soluble impurities during the filtration cycle. It maintains solvent in a uniform condition between distillations; materially lengthens distillation periods and reduces scrape downs and sludge cleanouts. You get all of this with economy when you use DC Filtrol—"The choice of the industry." Ask your distributor for DC Filtrol today.

Doc

Filtrol CORPORATION
727 West Seventh Street, Los Angeles 17, California
Plants: Vernon, California; Salt Lake City, Utah, Jackson, Mississippi
*T.M. Reg. U.S. Pat. Off.

which it recently introduced, has been announced by the International Harvester Company. The price reductions cover the company's R-110, 120, 130, 150, 160, 170, and 180-model series, ranging from its smallest pickup trucks through those of the 19,500-pound rated capacity. The downward price adjustments range from 3.5 percent on the R-180 series to 10.6 percent on the R-120 pickup models.

John L. McCaffrey, the company's president, said:

"We have been increasing our share of participation in the light through light-heavy duty truck markets in 1953, but we still want more.

"In appraising our truck manufacturing operations for the remainder of this year, and even farther into the future, our considerations led us to the natural economic advantages for our customers and our truck plant employees to be gained from possible price reductions in those categories of trucks. We decided to take the bold step of planning increased production at our Springfield, Ohio, plant and other Harvester plants, where these lighter trucks and components are built.

"This will have the beneficial effect of helping our customers with a better price on a better quality truck and our employees with better employment opportunities."

American Promotes Wilson

WAYNE WILSON

Announcement of the appointment of Wayne Wilson as sales promotion manager of The American Laundry Machinery Company, Cincinnati, Ohio, has been made by C. O. Knowlton, vice president and general sales manager. Mr. Wilson joined The American Laundry Machinery Company in December 1950 as industry relations manager after several years as the editor of *Starchroom Laundry Journal*.

Mr. Wilson's activities include sales promotion of the company's line in addition to continuing his work in industry relations. He is a member of the board of directors of the LCATA and is chairman of the LCATA-AIL Relations Committee.

Southern Kraft Personnel

The appointment of Theodore Hawley as Baltimore representative of the Southern Kraft Paper and Bag Division, International Paper Company, New York, has been announced by George Stuhr, divisional sales manager. Mr. Hawley will replace A. D. Unger, who is retiring after more than 40 years of service with the company.

Mr. Hawley, who has been in charge of the Southern Kraft Philadelphia office for several years, will continue as head of that office, Mr. Stuhr said. He will have Louis Schley and William Winkopp as his assistants in Baltimore.

Celite Anniversary

The sixtieth anniversary of the initial mining of the diatomite deposit at Lompoc, Cal., was celebrated May 13-14 by Johns-Manville Corporation. The company is the major producer of diatomite, which it markets under the trade name of Celite, in the United States, and its Lompoc deposit is the largest and purest known. Diatomite has hundreds of industrial uses, including use as a filter aid.

A special dinner meeting of the Lompoc Chamber of Commerce was addressed by Johns-Manville's president, A. R. Fisher, who discussed present and potential uses of diatomite, including its use as a filter aid for clarification of the new wonder drugs.

Johns-Manville has been operating in California since 1926, when it opened its first plant at Pittsburg, and in 1928 purchased the diatomite quarries and plant at Lompoc. The company now has five plants in that state.

The anniversary celebration included an open house for families of employees, followed by a community barbecue. Among those who attended the

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anniversary observance were Arthur S. Elsenbast, vice president and general manager of Johns-Manville's Celite Division, and other company executives from the New York headquarters. Special guests included a number of California state officials.

Bart Appoints Burrill

WILLIAM BURRILL

The appointment of William Burrill as executive Canadian representative has been announced by Stuart Bart, Inc., New York. He will bring the entire line of Stuart Bart sales promotion and advertising packages, mat services and sales engineering services to Canadian operators from coast to coast.

According to the announcement, Mr. Burrill is thoroughly versed in the newest and most effective advertising merchandising and sales promotion techniques as applied to the drycleaning and laundry industry. For the past four years he has been sales promotion manager of Canada's largest drycleaning and laundry service, in Montreal. He was previously sales manager of a laundry-cleaning firm in St. John, N. B., and before that spent some time in the advertising department of a St. John newspaper.

Dye Firm Joins NIRC

The General Dyeing Co., 818 Dorman St., Indianapolis, Ind., has announced that the National Institute of Rug Cleaning has approved its membership for 1953.

John Egli, head of the Indianapolis firm, is also vice president and one of the founders of the Garment Dyers Guild of America. Serving both the garment and rug redyeing fields, Mr. Egli feels that membership in both associations is necessary to maintain effective and current technical as well as management information.

Hammond Loses Guns, Gets Hat

William S. Hammond, head of the Hammond Laundry-Cleaning Machinery Company of Waco, Texas, and well known to convention goers for his Western regalia, was relieved of his two six-shooters on his first visit to Canada. On his way to the recent Canadian Research Institute meeting at Calgary, he was informed by customs officers that north of the border only Mounties can carry a gun without a permit. They passed his 40-gallon white hat, hand-tooled boots, leather chaps and bright shirts without question.

Unaccustomed to empty holsters, Mr. Hammond convinced the Calgary chief of police of his peaceable intentions, and got back his silver-mounted 44 caliber Colts with a temporary pistol permit. However, although he functioned at the meeting as sergeant-at-arms and chief waker-upper-of-delegates, he found no occasion to use them.

The Calgarians, who regard themselves as the Texans of Canada because they, too, have oil and cattle, recognized a congenial visitor in Mr. Hammond, shown here (at left) with Calgary's Mayor D. H. McKay. They presented him with a Calgary-made 10-gallon white hat, which he has been wearing since.

Gas Equipment Seal

Members of the Gas Appliance Manufacturers Association have adopted a seal signifying compliance with a self-imposed

THOUSANDS NOW IN USE IS A GREAT RECOMMENDATION

High Speed — Safety Equipped
WESTERN Extractors

Western Extractors are faster, yet are safer and easier to start and stop. New design cuts vibration. All parts are corrosion resistant.

WESTERN SAFETY FEATURES

Each Western Extractor is equipped with an interlocking safety device on the cover that makes it impossible to start the machine when the cover is open, or lift the cover when the basket is in motion. The motor is explosion proof for complete safety in dry cleaning plants. Foot operated brake brings the self-balancing basket to a gradual stop.

A SIZE TO FIT YOUR WASHER

Western Extractors are available in a wide range of sizes to fit every washer. The right size takes all the load from the washer and cuts out extra handling.

Write today for full information and free book describing Western Laundry and Dry Cleaning Equipment.

Manufactured by

Western Laundry Machinery Co
North Kansas City, Mo.

WESTERN LAUNDRY MACHINERY CO.
420 E. 10th St., Dept. NC-6 North Kansas City, Mo.
Please forward complete information on Western Extractors, Size needed _____
Name _____
Address _____
City _____ State _____

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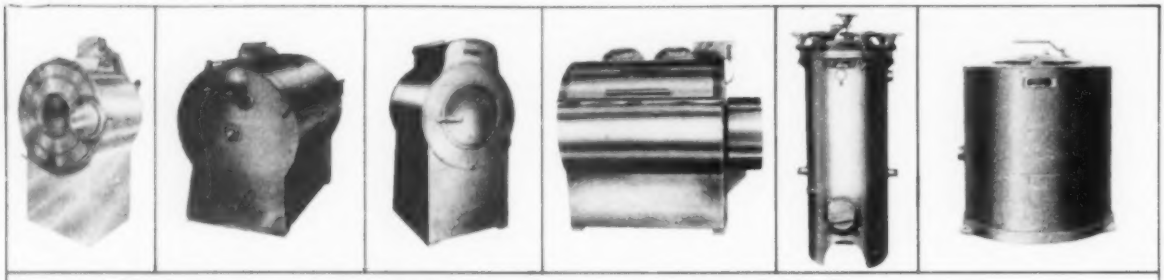
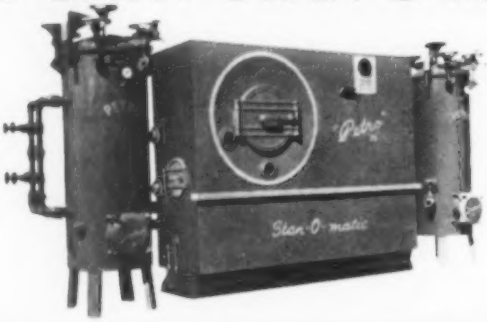


TWO-BATH STAN-O-MATIC



Standard's Full Automatic Petroleum Solvent Washer-Extractor, unit designed especially for Two-Bath operation. Open Pocket, Reversing Action.

See your jobber or write direct.

ONLY
$5495.00

Standard LAUNDRY & CLEANING MACHINERY CO.
6900 MAPLE AVE. • DALLAS, TEXAS

code of ethics and "symbolizing the highest standards of safety, performance and durability."

According to A. V. Lendemann, representing the association's industrial gas equipment division, this self-policing action was prompted by the impossibility of writing a set of standards which would cover all of the more than 25,000 different uses of gas equipment in American industry.

By displaying the seal on their products, members of the division, who build gas equipment used extensively for many heat-treating processes in the production of cleaning, laundering and dyeing equipment, indicate that they have agreed to adhere to the code of ethics.

Food Machinery and Chemical Appointments

Gordon A. Cain, on the general development staff of Westvaco Chemical Division, Food Machinery and Chemical Corporation, New York, has been promoted to general assistant to the operating vice president, W. N. Williams. Mr. Cain is a chemical engineering graduate of Louisiana State University, and has been associated with Freeport Sulphur and Merck & Company. Before joining Westvaco in 1951 he was engaged in chemical consulting work.

Robert J. DeLargey, formerly general assistant to the operating vice president, has been appointed director of engineering. Before joining Westvaco in 1951, Mr. DeLargey was assistant general manager of Grove Regulator Company of Oakland, Cal., and former superintendent of Shell Chemical's ammonia plant in Pittsburg, Cal. He is a chemical engineering graduate of Case Institute of Technology.

Food Machinery and Chemical Corporation has also announced the appointment of Franklin Farley as management consultant to its Chemical Divisions administrative staff in New York City. A graduate in chemical engineering of the University of Kansas, Mr. Farley has served with Arthur D. Little, Inc., Cambridge, Mass., was treasurer and in charge of operations of the Phosphate Mining Company, and for the past 12 years has been vice president in charge of the Phosphate Division of International Minerals & Chemical Corp.

U. S. Hoffman Announces Territorial Changes

LOUIS LICHTMAN

GEORGE V. BRENDEL

The opening of a new sales district in the South has been announced by the U. S. Hoffman Machinery Corporation, New York. The new district, which will have its headquarters in Birmingham, Ala., has been set up as a part of a sales district reorganization plan to provide closer contact between the Hoffman Corporation and its customers in every state.

The Southern district will be headed by George V. Brendel, a native Alabaman, who has been Eastern district manager of the company since 1950. Thirteen states covered in the Southern district include Alabama, Florida, Georgia, Louisiana, Mississippi, North and South Carolina, Tennessee, western Virginia, southern West Virginia, Arkansas, Oklahoma and Texas.

Succeeding Mr. Brendel in New York is Louis Lichtman, executive representative to the

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clothing trade for the Hoffman Corporation. The reorganized Eastern district will include Connecticut, Delaware, the District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, eastern Virginia and northern West Virginia.

Into the company's Central district go Ohio and Kentucky which have been transferred from the Eastern district. This move places these markets closer to the Central district's headquarters in Chicago, headed by Paul Harbor. Also in the Central district are Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North and South Dakota and Wisconsin.

The Western district, headed by S. B. Brooks, Jr., in Los Angeles, is unchanged. It covers Oregon, Washington, California, Idaho, Montana, Colorado, Arizona, Utah, New Mexico, Wyoming and Nevada.

In returning to Birmingham, Mr. Brendel comes back to an area in which he served for 16 years. He joined Hoffman in 1931 at the corporation's New Orleans office. He was named manager of the firm's Birmingham office three years later, and in 1950 was brought to New York.

Mr. Lichtman joined Hoffman in 1916 when the company was first attempting to induce clothing manufacturers to use pressing machines to make clothing. Since 1950 he has served as the company's executive representative, devoting his full time to the clothing industry's pressing requirements.

Harvester Staff Changes

W. K. Perkins, manager of sales, motor truck division, International Harvester Company, has announced the following changes in motor truck district management:

Chauncey L. Sears has been appointed manager of the company's Harrisburg, Pa., motor truck district sales operation, succeeding M. H. Roth, who has been transferred to Seattle, Wash., in a similar capacity.

For the past four years Mr. Sears served as motor truck district sales manager at Columbus, Ohio. His transfer marks his return to Harrisburg where he was assistant district manager prior to World War II. Mr. Roth served at Seattle and at Oakland, Cal., before his appointment as district manager at Harrisburg in 1949.

J. H. Baker has been appointed manager of the company's Columbus motor truck district sales office. He has served in a similar capacity at Seattle for the past 10 years.

Guild's Second Million

The Garment Dyers Guild of America has announced that it has distributed through its members a million of the hanger cards it introduced last year. According to the Guild, the card is partly responsible for the nationwise increase in dyeing volume in the drycleaning industry.

The card features a cartoon illustration of a man's head, with a hole for his eye which slips over the hanger hook. It can also be used as a pocket insert, bundle or envelope insert, or tip-on. The second printing, the Guild announces, will be in green instead of the peach of the first printing, to give a new effect.

The card is available from member dye houses, a list of which may be obtained from Guild headquarters at Room 710, 520 N. Michigan Ave., Chicago 11, Ill.

Mercury Moves to New Location

Mercury Cleaning Systems, Inc., has announced its removal to the entire building pictured above, located at 1817 Benson Ave., Evanston, Ill. The new location provides Mercury with

Where volume makes a difference ... the difference is Calgon®

Your volume zooms with quality work . . . and you *get* quality work when you use Calgon in your wetcleaning formula.

Because Calgon lets every item in your formula get right at the fibers . . . by eliminating washing film. You get thorough cleansing and rinsing—soft, lustrous fabrics.

Calgon is the most profitable investment you can make to insure top quality cleaning . . . thus greater business volume, whether it be wetcleaning, rug cleaning or laundering.

USE CALGON IN THE FORM THAT'S BEST SUITED TO YOUR NEEDS

INSTANT CALGON . . . in dry form ready for use or for preparing stock solutions

CALGON IN REGULAR FORM . . . for preparing stock solutions

NOW *you can see for yourself the difference Calgon can make in your formula—send coupon today for a free sample of Calgon*

CALGON, INC.
HAGAN BUILDING
PITTSBURGH 30, PA.

Please send me free sample of CALGON

Name _____

Firm _____

Address _____

City _____ State _____

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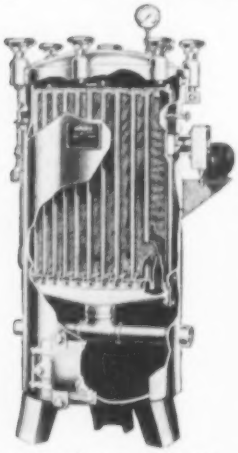
PUSH



Owners report many months use without removing head . . . saves time . . . saves money . . . saves screens!

to

ROTO-KLEEN

There's no filter that cleans the elements as effectively, as quickly—or as safely—as Bowser Roto-Kleen.

Just push a button . . . and that quick the Bowser Roto-Kleen filter will clean down the plates. There's no scraping, no brushing or backwashing. Solvent-saving sludge dryer can be supplied.

And what's more . . . with Bowser Roto-Kleen you save up to 1½ hours of clean-up time each day . . . enough to pay for itself within a year. Write for full details.

Bowser Dry Cleaning Equipment is Sold and Serviced by your Jobber.

BOWSER ESTABLISHED 1885

BOWSER, INC., 1312 CREIGHTON AVE., FORT WAYNE 2, INDIANA

● REGIONAL OFFICES: Atlanta ● Cleveland ● Dallas ● Fort Wayne ● Kansas City ● New York ● San Francisco ● Washington, D. C. ● Hamilton, Ontario

. . . that teams up with the drycleaner to provide him with dependable color-craftsmanship on all items of apparel and household furnishings — for service, for pride, for profits.

Write, wire or phone for details and promotional material without obligation

General Dyeing Co.

MEMBER GARMENT DYERS GUILD OF AMERICA

ample space for its general offices as well as an assembly plant.

The consolidation of Mercury's entire operation under one roof will make possible better service to its distributors and over 3,000 Mercury owners, according to Norbert Hackett, president.

Drew Appoints Hedderig

JOHN K. HEDDERIG, JR.

A. A. Pariser, sales manager of the Drycleaning Department, E. F. Drew & Co., Inc., New York, has announced the appointment of John K. Hedderig, Jr., in the New England area.

Mr. Hedderig has had several years' experience in the drycleaning and laundry industry and for six years operated his own drycleaning and rug plant.

Mr. Hedderig will work with distributors and drycleaners in New England and will service Drisyn and other Drew drycleaning products. He will make his headquarters in the Boston office of E. F. Drew & Co., Inc.

Sport-Shirt Packaging

The trend toward year-round wear of sport shirts is pointed out by Package Masters, Inc., in its recent announcement of its Sportfolio packaging for sport shirts, sweaters, etc.

The Sportfolio, the announcement states, holds collar and the collar tabs securely in place and keeps sleeves smooth, thus preserving the finish. It is imprinted with the plant name and a selling message, plus games, toys, paper dolls and pictures for coloring for the children.

Detailed information on Sportfolio may be obtained by writing Package Masters, Inc., 2525 S. Wabash Ave., Chicago 16, Ill.

Bank Service Takes Over Charges

Most drycleaners lack facilities for checking the credit rating of new people in town and often lose potentially good customers by refusing credit. A new service, in which a local bank serves as a credit and collection agency, has been launched in about 30 cities.

Dutch Cleaners in Omaha, Nebraska, recently availed itself of this new service. At the start, the cleaning firm turned over all its charge accounts to the bank for checking of each customer's credit rating. Bills of customers with good ratings were collected for a fee of 2½ percent of the amount on this trial basis. From then on the bank charged a straight 5 percent for the service. Charge tickets on accredited cleaning customers are merely endorsed by the cleaner and presented to the bank, which credits the amount to the cleaner's account as cash.

According to Dick Townsend, owner of Dutch Cleaners, to find the credit rating of a person through the local credit bureau used to cost him from $2 to $2.25. Now the bank performs this service and even saves him the need of keeping credit records in his plant office. The only requirement of the bank is that the cleaner carry an account there.

The Omaha bank at the moment has a round 18,000 of the city's 270,000 residents on the approved listing and it expects to hit 27,000 or one-third of all families. Approved housewives are given small plastic charge plates with identifying numbers which are good for credit at any of the firms using the bank's collection service.

At the end of each month the bank microfilms the charge tickets for its files and sends the original tickets

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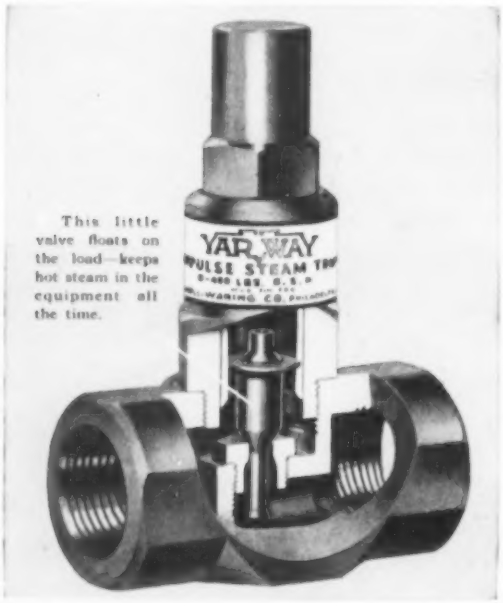
THIS LITTLE VALVE CAN SAVE YOU MONEY

Your steam-heated equipment can turn out more production because of this little stainless steel valve.

It is the only moving part in a Yarway Impulse Steam Trap, and *it floats on the condensate load*. When steam is turned on, the little valve opens wide . . . discharges condensate and air *continuously* and brings the equipment *to production temperature in the shortest possible time*. After that, it passes, with a pulsating action, all condensate as it forms—*keeps a maximum, steady temperature in the equipment*.

Result to you—more production per day.



This little valve floats on the load—keeps hot steam in the equipment all the time.

Other Yarway Impulse Steam Trap advantages—small size, low initial cost, easy installation, low maintenance, stainless steel construction, and quick availability from over 200 local industrial distributors.

Over 900,000 Yarways have been sold to nearly all industries. Write for free Yarway Trap Book T-1740.

YARNALL-WARING COMPANY
138 Mermaid Ave., Philadelphia 18, Pa.

YARWAY | impulse steam trap

"Thirty years building up a cash business—now you want me to go on a charge system!"

to the housewife along with a statement, taking the credit risk entirely out of the hands of the drycleaner or any other business house using this service.

Advantages for Routemen

This system makes it easier on the routeman when a new customer desires credit. He merely asks if she has a charge plate from the local bank. If she has, he makes a note of the number and the name, along with his own name, and turns the notation into the office as "cash" at the end of the day. If the customer has no credit rating she can call the bank and request one and the charge plate is sent out for her future use. In this case the routeman can find out at the same time on the phone whether the person's credit is good or bad.

People seem to be more prompt in paying bills through a bank rather than to an individual firm, Mr. Townsend reports. Many customers, however, still prefer to pay at the cleaning plant. This is attributed to the fact they like to deal directly with the cleaner to show him they are actually doing business with him.

How To Choose a Truck

The truck which the businessman chooses today will affect his delivery costs for years to come. To find the truck that will give him the most efficient deliveries at the lowest cost, he must know first what specific features increase a truck's efficiency and what features reduce costs. He must know, too, what trucks are available for and best suited to his needs.

Two types of trucks are the main workhorses for drycleaning delivery service—the walk-in panel and the conventional panel.

The walk-in type panel is designed specifically for frequent-stop service. It is, by any standard, the most efficient, economical truck for door-to-door or store-to-store delivery work.

The conventional panel, because of its low first cost and inexpensive operation, is suited perfectly for jobs where drivers do not have to step in and out frequently—in delivering large single orders, in starting new routes, and for special deliveries.

A businessman can solve many of his truck problems

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if he **keeps records of his delivery costs.** Assume he must replace a truck servicing a busy 40-mile route. He finds this service costs him 40 cents a mile, or $16 a day. He finds that 20 percent—or 8 cents a mile—usually takes care of all vehicle costs: gasoline, oil, tires, garage, washing, repairs, depreciation, license, interest on investment, and insurance. The remaining 80 percent, or 32 cents a mile, covers only one thing—labor!

Labor costs, therefore, represent the top-priority economy target for the businessman selecting a new truck. Certainly he cannot reduce labor costs by hiring unskilled drivers for lower pay, nor by trying to do the same work with fewer men. He can cut labor costs by choosing his truck wisely and providing his drivers with a vehicle which, like any efficient plant, is designed to deliver the highest production at lowest cost.

What should a truck have to provide the greatest driver efficiency? The body must be slightly larger than the payload actually requires. The load then takes less handling and rearranging on the road.

Steps must be low. A low floor at the back reduces lift height. Suppose a driver makes 100 stops a day with 20-pound deliveries. A truck floor 18 inches high at the front door, compared to one 28 inches high, saves this driver as much energy in a single day as it would take him to walk up the stairs of a 20-story building!

Time spent loading a truck and driving to the customer is not profitable time. The most economical delivery truck must have both the power and speed to keep this unprofitable time at a minimum.

The truck body ought to have sufficient headroom to permit a six-footer to work in it without stooping. Hard work in a cramped position saps a driver's strength and wastes his time. The truck floor must be level. Ideally, the body should be a clean rectangle.

The truck must be easy to drive, with as short a wheelbase as possible. Mechanical devices and special equipment to help a driver work faster and with less effort are wise investments. Important time- and back-savers are automatic brake holders, and fluid couplings to reduce gear shifting and cushion the power train against sudden stops and starts.

These qualities, built into the walk-in type panel for long-range economy, permit drivers to make more deliveries and solicit more business—in less time and with less effort—all at less cost. Choosing a frequent-stop delivery truck is like buying any productive equipment—it must be judged by how much it produces.

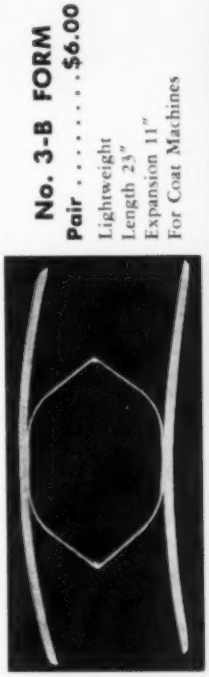
Conventional panels, on the other hand, are general utility trucks for economical deliveries where frequent working of the load is not required. The businessman buying these trucks will be interested in payload, cargo space, operating cost, buying price, maneuverability, power, appearance, safety features, and all-around ruggedness.

How much either of these trucks will carry depends upon payload and cargo space. Even a slight edge in payload, like a small increase in daily income, has strong long-term advantages. A truck that can carry 200 pounds more on each trip can carry 10 tons more in 100 trips.

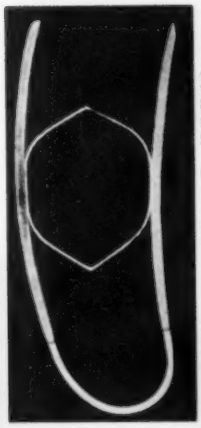
To select a truck for handling ease follow this rule: Among trucks weighing the same, the one with the shortest wheelbase, shortest over-all length, widest front tread, and sharpest turning angle of the front wheels will be the easiest to drive.

Buying price can be an illusive subject. Standard equipment varies from one truck to another. The wise buyer will decide how he wants his truck equipped,

New Improved Sleeve Forms—with less curve in lower bar for greater pressure at front of sleeve.

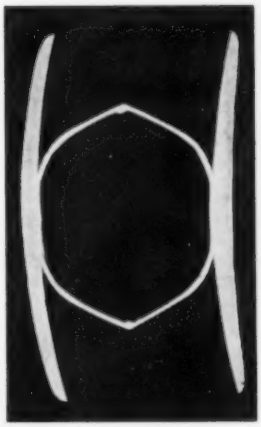


No. 3-B FORM
Pair $6.00
Lightweight
Length 23"
Expansion 11"
For Coat Machines

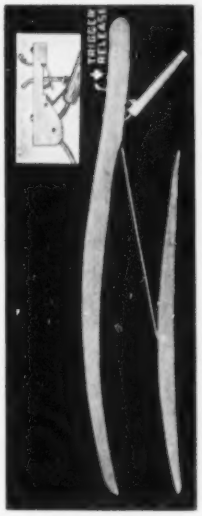


No. 3-B-X FORM
WITH SHOULDER FORM
Pair $7.50
Ideal for Adjusta-Forms and coat machines. Sleeve comes off finished—no padding out of shoulder—no touching up. Saves time—saves labor costs.

No. 3 FORM
Pair $4.50
For Blowers, Windwhips and Adjusta Forms



No. 1 SLEEVE FORM. $3.50
Note: Lower bar of sleeve forms illustrated has the straighter edge to conform to the new full-cut straight coat sleeves.
If your jobber cannot supply you, write us direct



No. 4-A PELICAN SLEEVE FORM. Self-locking in any position. Trigger release. Leaves hands free for work. Enables you to do a better, faster pressing job. **$5.95**

No. 4 PELICAN SLEEVE FORM. . . $4.95
With improved heavier chain lock.

NEWHOUSE CO. 3827 San Fernando Rd., Glendale 4, Calif.

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Sales Promotion Tips

... For BERLOU Mothproofing Dealers

"Oh, yes, I've seen Berlou advertised in Ladies Home Journal."

In that comment of a customer can be found the story of what Berlou's national advertising means to YOU. It has opened the door to a sale.

Berlou's national advertising is doing a job for you in two ways. First of all, a good percentage of customers and prospects will be among the hundreds of thousands of readers across the nation who will see the Berlou ads in Ladies Home Journal and other national magazines. They're lifted out of the "never-heard-of-it" class and become real prospects. They'll know what you're talking about when you speak of Berlou. And as you well know, that's one of the first big steps in making a sale.

Secondly, national advertising builds prestige for Berlou and makes sales that much easier for you. You as a business man well know that the trade names on the lips of every American housewife today have been put there by national advertising. Seeing a Berlou ad in her favorite magazine such as LADIES HOME JOURNAL, BETTER HOMES AND GARDENS, HOUSEHOLD, and WOMAN'S HOME COMPANION, introduces Berlou to your customers and prospective customers. It makes them feel that Berlou is at home with other products she has learned to trust.

HERE'S HOW YOU CAN CASH IN ON THE BENEFITS FROM BERLOU'S NATIONAL ADVERTISING: These national ads are paving the way for your own sales efforts by preheating your prospects. All you have to do is to remind them that YOUR PLACE OF BUSINESS is the outlet in their community for BERLOU FIVE-YEAR GUARANTEED MOTHPROOFING SERVICE.

Berlou's national advertising and promotion will be most profitable to you if you follow through with your own local advertising and promotion.

We even help you do this. Under Berlou's cooperative advertising plan, we supply you with all the sales aids needed to do the job, including newspaper mats and copy, radio script, circulars, signs, rug tags, poster, and streamers. If you aren't familiar with the entire cooperative advertising program, drop us a line and we'll be glad to explain it to you.

THE BERLOU MANUFACTURING COMPANY
435 Monroe Street Marion, Ohio

In Canada:
The Berlou Company Ltd., London, Ontario, Canada

Note: If you are not already a Berlou dealer, write for our interesting and informative booklet, "Berlou's Profit Builder Plan"—NOW! It's FREE—and it will show you how to add EXTRA PROFITS to your business every day. Our dealers make as much as $5,000 to $10,000 extra net profit each year. Use this coupon for convenience.

FILL OUT AND MAIL TODAY

OK! Send a Free copy of "Berlou's Profit Builder Plan" without obligation.

Firm: _____

Address: _____

City _____ **Zone** _____ **State** _____

Signed _____

"Naturally, right at first you'll work one of the smaller routes."

then compare the cost of each truck including that equipment.

Most questions about truck problems can be answered by talking to local truck dealers, and by inquiring among other successful truck owners about the records of the trucks in their fleets.—*William S. Woolsey, Sales Manager-Trucks, Dodge Division, Chrysler Corp.*

New Quilted-Nylon Interlining

A new type of interlining now appearing in various types of outerwear is made of crimped, quilted nylon. The new product, called Ny-Sul-Lite, is made by curling the fibers at extremely high heat. According to the manufacturer, the Star Woolen Company, this gives a permanent crimp and imparts millions of extra air cells which give heat retention without weight. In addition, the interlining is said to have the characteristic properties of nylon launderability, drycleanability and quick drying, and it does not mat.

PEOPLE AND PLACES

Mr. and Mrs. Floyd Rogers have resumed operation of their drycleaning plant at Caney, Kans.

A permit to build an addition to the McClymont drycleaning establishment at Loyola Corners, Palo Alto, Cal., has been granted to Victor Cereghino.

Waller Tailoring Co., Plainview, Tex., has been sold by W. J. B. Gouldy to Medlin Carpenter, who plans to install a drycleaning system.

Damage estimated at $10,000 was caused by a fire at Avalon Cleaners, 3923 Cedar Springs, Dallas, Tex., owned by W. L.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Smith. The fire was apparently started by an overheated boiler.

F. Haws Durfey has rearranged equipment at Durfey Dry Cleaners, Lehi, Utah, and added several new pieces.

M and M Cleaners has been opened by Terrill Beasley at 44845 Sierra Highway, Lancaster, Cal.

Model Dry Cleaning, 213 Harrison Ave., Leadville, Colo., has been sold by Mrs. Frank Marcella to Richard Fox. The new owner is remodeling and plans to install new equipment.

Willard Cleaners has moved to new and larger quarters at 619 S. Atlantic Blvd., Los Angeles, Cal.

Hill's Dry Cleaners & Laundry, Ft. Worth, Tex., has been incorporated by J. R. Hill, Sr., Grace and Murray Hill.

Esquire Cleaners, 2420 Lincoln Ave., Alameda, Cal., has been purchased by Ben and Ida Sacks, Mendel Friedman and Aaron E. Schwartz.

Mrs. W. R. Watts, owner of Apollo Cleaners, Bonner Springs, Kans., has installed a larger boiler.

Joe Alves has been granted a permit to build an addition to the drycleaning establishment at 1302 J St., Merced, Cal.

Owner John Brown has announced addition of a hat servicing department to Southern Utah Cleaners and Laundry, Panguitch, Utah.

Rainbow Cleaners has been opened in the Parks Bldg., Base Line and Victoria St., Highland, Cal., by Paul Harris and Ralph Frahm.

Selleh's Cleaners has moved to a new location on Mill Ave. and Seventh St., Tempe, Ariz.

Majors Cleaners has been opened by A. J. Majors on S. Jefferson Ave., Mt. Pleasant, Tex.

Forest Steelsmith, owner of the House of Hutchins, 922 Main St., Santa Paula, Cal., has opened a new drycleaning plant.

Quality Cleaners has been opened in the remodeled Wagner Bldg., Mankato, Kans., by Newell Davis, who moved his equipment from Courtland.

Valet Cleaners has been opened in the Southwest Park Shopping Center, Abilene, Tex., by Joe E. Thomson and S. E. Lanier.

England Cleaners, 21 Cajon St., Redlands, Cal., has been sold by Joseph Eads, who is retiring, to Mr. and Mrs. Charles Alfaro.

C. & M. Cleaners, 121 W. Sixth St., Larned, Kans., has been sold by Charles and Mae Williamson to E. D. Proffitt.

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A-1 Cleaners has moved to a new location at 530 S. Santa Fe Ave., Vista, Cal.

Aztec Cleaners, 42 S. Second Ave., Phoenix, Ariz., has been sold by Ray Yslas to J. B., Paul Z. and Louie Estrada.

Bell Cleaning and Laundry, 4815 Columbia, Dallas, Tex., has completed an addition which doubles plant capacity. The firm also operates a plant at 1454 N. Zangs and 15 branches. Officers are Charles S. Bell, president; J. A. Alvin, vice president, and Mrs. Charles S. Bell, secretary-treasurer.

Saras Cleaners has been opened by Tom and Tony Saras, both veterans, at 1735 E. Huntington Dr., Duarte, Cal.

Sunshine Cleaners, Scott City, Kans., has been sold by Robert Freeman to C. J. Leiker, an employee.

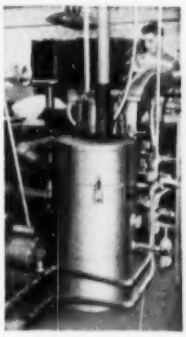
A drycleaning business has been opened at Winnsboro, Tex., by T. O. Carter.

Speed-EE Cleaners has been opened by Earl Wing at 11460 Long Beach Blvd., Lynwood, Cal.

Denys Slater, president of Fishburn Cleaning & Laundry Co., 3200 Ross, Dallas, Tex., has announced installation of new cleaning equipment.

Mr. and Mrs. Julian La Lone have expanded La Lone Cleaners, 82 W. Sierra Madre Blvd., Sierra Madre, Cal., and installed new equipment.

You requested it...we did it. Result—only DRYSET can offer you *all these features*:



- **SAVES FUEL**...uses no steam—instead a powerful suction fan draws large volume of air through garment.
- **SAVES TIME**...Increased air capacity makes possible an hour's pressing in only 45 minutes.
- **SAVES SPACE**...fits comfortably in tight places (only 18¼" dia. x 3' 11" high).
- **SAVES MAINTENANCE**...completely redesigned for trouble-free operation.
- **SAVES CUSTOMERS**...Pleases customers by finishing garments dry with longer-lasting creases and better set shape.

DRYSET is made in models to serve from 2 to 250 presses.

LAMSON

LAMSON CORPORATION
1006 Lamson St., Syracuse 1, N. Y.

Please send me your DRYSET Bulletins—and plant survey sheet—free of charge. I have (or shall have)_____pressing machines.

Name_____

Company_____

Address_____

City_____Zone____State_____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

For the best in CANVAS Washroom Trucks

LOOK FOR **Lane**

Designed especially for wet-work handling, *only* this Lane Style 69W Washroom truck incorporates *all* these quality features for *long, dependable service at very low cost:*

- Waterproof, mildew-resistant body of heavy Lane-woven duck—impregnated with vinyl plastic, stitched with Nylon.
- Light-weight, extra-strong, non-rusting frame.
- Convenient, easily-controlled, flexible drain.
- Over-size casters for easy handling of load.

STANDARD SIZES AVAILABLE

No.	Long	Wide	Deep	Total Height
2½	24"	15"	15"	30"
3	24"	18"	16"	30"
4	30"	18"	16"	30"

Lane canvas baskets, hampers, and trucks are *built to take it, built to last!* There are many canvas baskets, but there's only *one* Lane. *Always* look for the LANE mark — *to be sure!* See your distributor or write . . .

Canvas Basket Craftsmen Since 1894

Lane THE LANE BASKET

W. T. LANE & BROS., INC., Poughkeepsie, New York

NORTH CENTRAL

Floyd Fryon has announced completion of a remodeling job at Lloyd Cleaners and Laundry, 319 W. National Ave., Brazil, Ind. Future plans call for installation of a new laundry.

Briteway Cleaners, Bird Island, Minn., has been bought by Vern Smith.

Frisco Cleaners and Dyers, owned by Harry Tempelis, has moved to new quarters at 1813 Belknap St., Superior, Wis.

Bob's Cleaners, Buffalo Center, Iowa, has installed new cleaning equipment.

William Wermerskirchen, owner of Shakopee (Minn.) Cleaners and Launderers, has opened a men's store.

Flickinger's Dry Cleaners, 330 Center St., South Haven, Mich., has been sold by Hugh E. Alm to Martin Sholes.

New finishing equipment has been added at Waconia (Minn.) Cleaners.

Damage estimated at $50,000 was caused by a fire at Plaza Cleaners and Dyers Co., N. Clark St., Chicago, Ill., which spread to other buildings. The cause of the fire was not determined.

The newest plant of Swan Cleaners, Columbus, Ohio, has been opened at 3130 Olentangy Blvd. The firm, headed by Andre Gelpi, now has 21 plants.

Universal Cleaners, Inc., Lorain, Ohio, has purchased a building on Erie Ave. which it plans to remodel for a drive-in station.

Pence Dry Cleaners, Columbus City, Ind., has built a storage vault.

Monte Cleaners, Montezuma, Iowa, has been sold by Jack Rullman to Dewey Mark.

SNA-PON . . . STAYS ON!

It's a fact! The patented construction of this special trouser guard assures its staying on the hanger. SNA-PON can't buckle or slip. Rigid tubular shape holds firm; die-cut ends prevent pivoting. And this deluxe advantage saves handling time—SNA-PON just snaps on! It is the answer to the need for a trouser guard that STAYS ON!

5 Assured Advantages

- 50% easier to thread!
- Snaps on any standard hanger.
- Die-cut ends prevent pivoting.
- 2 rows of fibre bursts prevent slippage.
- Just slide on and press down.

SNA-PON is boxed for space saving storage. Each SNA-PON Guard is approximately 1½-inch round—packed 2500 to carton. Carton size is 25" x 16½" x 16½". Shipping weight, 40 lbs.

Production at Capacity — Orders Filled as Received
Contact Your Jobber, Please

TILLERY CONTAINER CO.
6000 WILSON AVE. KANSAS CITY 23, MO

When writing to advertisers please mention The NATIONAL CLEANER & DYER

A fire and explosion caused an estimated $10,000 damage to Helm's Dry Cleaning plant, Waukegan, Ill. The blaze apparently started in stored chemicals.

Cine Cleaners has been re-opened by Nat and Rose Soll at 2711 Devon, Chicago, Ill.

Eugene Knight, head of Ameri-can Dry Cleaners, Mt. Pleasant, Mich., has been granted a permit to build a new plant on E. Broadway.

A permit has been granted to Smith and Sons Cleaners, 111 S. Madison St., Rockford, Ill., for construction of a new plant at N. Second and Auburn Sts.

Farmland (Ind.) Dry Cleaners has been opened by Charles Vannatter, a Navy veteran.

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Jupiter Cleaners has been opened by Eddie Churas at 821 Green Bay Rd., Wilmette, Ill.

J. & H. Cleaners and Laun-derers, Inc., 3753 Cedar Ave., Minneapolis, Minn., has been incorporated by Jasper, Mark I. and Wendell W. Gibbs.

Phoenix Cleaners, 1111-1115 N. Second St., Rockford, Ill., has opened a new storage vault.

Keep-U-Neat Cleaners, Denison, Iowa, has opened a pickup station in the Ordway Bldg., Ute.

A drycleaning plant has been opened at Paris, Ill., by R. E. Leucht and Frank Morrison.

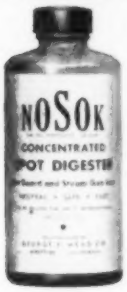
Cardinal Cleaners, 2300 Hard-ing Rd., Des Moines, Iowa, has installed some laundry equipment. The business is owned by George J. Saluri and George W. Peterson.

New cleaning equipment has been installed at Lewis Cleaners, 1612 Second Ave., Rock Island, Ill.

Be thrifty — increase your profit

Proven spotting and deodorant concentrates give you 800% to 1600% more full strength solution!

NOSOK Digests Spots instantly!



Buy one bottle, get 8 bottles—(You simply add water)

T. M. REGISTERED

RID (containing magic chlorophyll) KILLS odors

Buy one bottle, get 16 bottles—(You simply add water)

Spotters everywhere use NOSOK to digest moisture borne stains. You simply apply NOSOK, work it, flush with steam. The spot is gone! NOSOK is safe to fabrics, yet removes all albuminous spots and many unclassified stains. Insist on NOSOK for effective spot removal at less cost per operation.

RID, containing magic *chlorophyll*, destroys garment odors AND removes the stain. Fast action—right at the spotting board. With RID, your customers' clothes always smell clean and "airy fresh." For effective action as well as greater profits, insist on RID.

Single bottles $2.50, 2 @ $2.25, 6 @ $2.00 (Combine if desired)

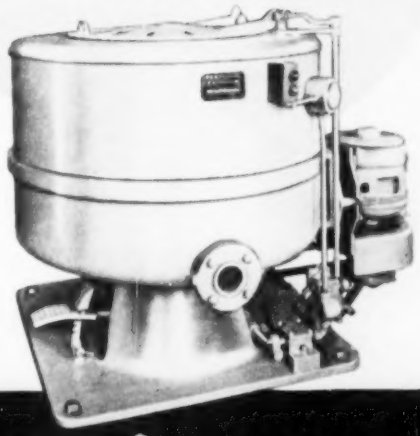
ORDER FROM YOUR JOBBER
For closest jobber's name, write to manufacturer

Money back Guarantee

GEORGE E. MEAD CO., 11240 S. Arroyo Drive, Whittier, Calif.

If you have a 36" x 54" washer

You need the companion EXTRACTOR...



Fletcher 33 INCH 90 POUND EXTRACTOR

Only from Fletcher can you get a 33" extractor to perfectly match the popular 36" x 54" washer. It takes a full 90 pounds so the entire washer load can be put into the extractor and run through in a single operation. There's no lost time, no backing up of production between washer and extractor when you use a Fletcher 33". Its many distinctive construction features add up to a safe, dependable and economical service. Full details will be sent upon request.

FLETCHER WORKS
P83 GLENWOOD AVE. PHILADELPHIA 40, PA. ESTABLISHED 1850

STOP COSTLY MIX-UPS ON MULTIPLE ORDERS!

TWIST-EMS

The Original *Hanger Tie*

Clean Clothes Last Longer · Clean Clothes Last Longer · Clean Clothes Last

Eliminate time and money consuming delays, driver mix-ups, inconveniences, claims, etc. with TWIST-EMS Hanger Ties. Just a quick twist-of-the-wrist and GROUP ORDERS are LOCKED into a SINGLE, SECURE UNIT.

These handy, wire re-inforced paper tapes are *faster* and *easier* to use than cord or other tying methods, and their colorful, attractive appearance pleases customers, too!

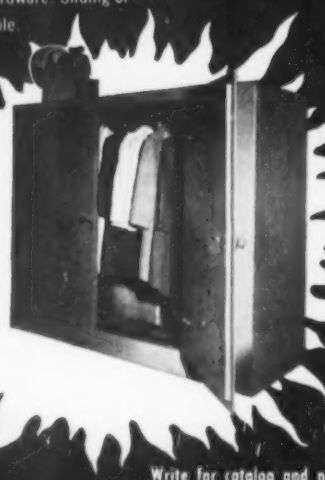
GERMAIN'S SINCE 1871 TWIST-EMS DIVISION

Ask your Supplier or write for Free Samples and new LOW Prices. Include Name and Address of your Supply House.

GERMAIN'S, INC., TWIST-EMS DIV.
Dept. N-6, Los Angeles 21, California

DRYMASTER DRYING CABINET

Features exclusive Heatmaster heating unit with Hopkins Turbo-duct up-draft system. Triple "aircel" Insulation. Sturdy hardware. Sliding or swinging door available.



Write for catalog and prices.

Hopkins EQUIPMENT CO.
HATFIELD, PA.

A permit for plant expansion of Hufnagel's Dry Cleaners, Murphysboro, Ill., has been granted to James McCoskey.

E. B. Wilcoxson has announced the opening at South Point of a branch of Central Dry Cleaners and Laundry, N. Fifth St., Ironton, Ohio. Other branches are at Fourth and Center Sts., Ironton, at Russell and at Ashland.

Asher Cleaners has moved to new premises on W. Main St., Mooresville, Ind.

Owner Robert Dohse recently held an open house for his new Modern Cleaners plant at 211 W. Charles, Oelwein, Iowa.

Robinette Cleaners has opened in its new plant in the W. H. George Bldg., Oak Grove, Mo.

Jim and Doris Sierzchula, new owners of Peoples Cleaners, 112 Stephen St., Lemont, Ill., have modernized the front.

B and B Cleaners, Argos, Ind., has announced that it is going out of business.

A new front has been constructed for Burman Cleaners & Dyers, 6701 Olmsted Ave., Chicago, Ill.

Tri-County Cleaners has been opened on Road 421, Wanamaker, Ind., by Alva Johnson, who formerly operated New Bethel Cleaners at that location, and Marvin Kolp.

Mahoning Cleaners has been incorporated at Youngstown, Ohio, by Vincent Polito, Joseph E. Julius and Betty Comsia.

Mr. and Mrs. Earl Bell celebrated the fifth anniversary of Sunbury (Ohio) Cleaners with an open house party and plant tour.

Elizabeth (Ill.) Cleaners has been sold by John H. Williams to Ronald Petesch.

SOUTH EAST

The Elkton (Va.) Cleaners and Laundry Corp. has been sold by J. R. Wisely to Augusta Cleaners and Tailors, Waynesboro, owned by E. S. Stratton and S. T. Mantiply.

Terrell Cleaners, Dawson, Ga., has installed a self-service laundry.

Quality Cleaners, Commercial Ave., Fulton, Ky., has been purchased by Paul Howard, who has been managing the business, and Malcolm Bell.

A license has been issued to Meyer's Cleaners, 2379 S. Bellevue, Memphis, Tenn.

Phillips Cleaners, which suffered a loss of $10,000 in the recent fire which swept Waynesboro, Va., is now reequipped and back in operation.

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Dizor's Cleaners, 935 Edgewood Ave., Jacksonville, Fla., is now owned by Roy A. Hoe, Sr. and Jr.

Finley Hurley, owner of Whiteway Cleaners, Manchester St., London, Ky., has announced the opening of a laundry and addition of new equipment to the drycleaning plant.

Master Cleaners, owned by B. E. T. Rilee, has opened a branch office at 950-A S. Sycamore St., Petersburg, Va.

Louisiana Cleaners, 1413 Louisiana Ave., Shreveport, La., has opened a branch at 3855 Madison Park Blvd. The firm, operated by J. R. Cage and W. M. Blackman, also has branches at 2604 Lake Shore Dr., 3812 Linwood, and the Barksdale Air Force Base.

Bowden Cleaners, Mayfield, Ky., has been sold by Paul Bowden to G. F. McDaniel and James Coursey.

Waldrop Drive-In Cleaners has been established by O. T.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Waldrop at 14th and Pine Sts., Arkadelphia, Ark.

Rhodes Cleaners, Galax, Va., is planning a building expansion program.

South Side Cleaners, 1024 First St., S. E., Moultrie, Ga., has been purchased by Mr. and Mrs. John W. Simpson and Mr. and Mrs. M. A. Harper.

Henry Clay Dry Cleaners has been opened at 1590 Delaware Ave., Lexington, Ky., by T. S. Scoville.

An expansion program has been completed by Brooks Cleaners & Dyers, Waynesboro, Va.

Strobel's Dry Cleaners has been opened by J. P. Strobel on the Savannah Highway, Moreland, S. C.

Nu-Way Cleaners, LaGrange, Ky., has been sold by Gussie Rice and Albert Heilman to Mrs. George Griffin.

New equipment has been added by Southwest Cleaners, 1019 Salem Ave., W., Roanoke, Va.

An addition has been built to the premises occupied by Seawright Cleaners in St. Helens, Ore.

William H. Hinson, Jr., has filed an affidavit of withdrawal from Farview Cleaners, 713 Grand Ave., Vancouver, Wash.

Owner Roger Grigsby has installed a new cleaning unit and other equipment at Waldport (Ore.) Cleaners.

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A-1 Cleaners, 1001 E. Pike St., Seattle, Wash., has been purchased by Mr. and Mrs. James T. Vaughn.

Harvey Hill has purchased the interest of Raymond L. Grimmett in Foreman's Cleaners and Dyers, 1070 S. Commercial St., Salem, Ore. Charles P. Sweistris is the other partner.

Ned, Tony and Vernon Hawkins have been granted a permit to build a new plant for their Superior Cleaners on Third St., Ferndale, Wash.

A new drive-in plant for Modern Cleaners will be built by Fred Johannsen, Sr., at Park and Maple Sts., Lebanon, Ore. All new equipment will be installed.

McCleod Cleaners, 1202 Kingsway, New Westminster, B. C., is constructing additions which will increase floor space by over 4,000 square feet. The firm, operated by Mr. and Mrs. Bill Olsen and Mrs. G. I. McLennan, maintains call offices at McKay and Kingsway.

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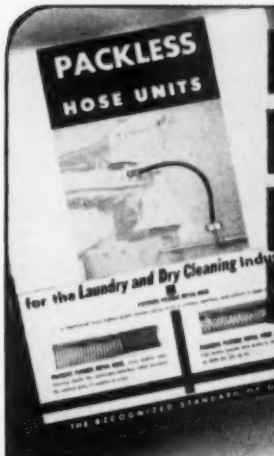
The call office of Stan's Cleaners, Minnedosa, Man., has been redecorated, and owner Stan Dearden plans to install new drycleaning equipment.



DO YOU HAVE OUR BULLETIN ON BRONZE STEAM HOSE ?

If not—send for it right away!

It illustrates proper hose installation as well as the various types of hose units available for pressing machines. And if your requirements are special, let us know and we'll try to help you.

PACKLESS
METAL HOSE INC.

31-2 WINTHROP AVE • NEW ROCHELLE, N. Y.

CASH IN ON DRAPERY SEASON WITH
The Anderson EASY-LOCK Drapery Protector
—the greatest Time and Money saver yet devised for concealing hooks while draperies are being cleaned

How It Works—

Top is pulled up and with a simple twist locks open. Drapery hooks are slipped into holes without scratching fingers or damaging drapery material. After hooks are inserted—a twist of the top and the heavy duty spring pulls cover down tightly.

← Shown open and closed

Hooks locked in—↓ ready for cleaning

Takes up to 12 hooks, and when ready for the cleaning process each hook held tightly in place — material cannot be damaged. After cleaning, pull top up — twist and it locks open and hooks come out easily. Money back guarantee—order a dozen today.

NOW IN USE BY MANY LEADING DRY CLEANERS

check must accompany order

$12.00 a doz.

NOW MORE RUGGED and PLATED AGAINST RUST

ANDERSON SPECIALTY MFG. CO.
5 Hunt Rd., W.E., Jamestown, N. Y.

Gentlemen,

Please send me ONE DOZEN Easy-Lock Drapery Protectors. Our check for $12.00 is enclosed. If we are not completely satisfied in 30 DAYS our money is to be refunded at once.

Name .....

Street .....

City ..... State .....

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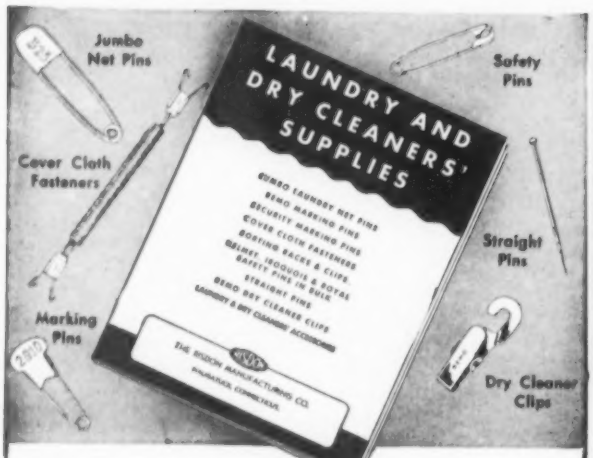


Ask your dealer for your copy of this NEW RISDON REMO CATALOG

Have the complete Risdon-Remo line at your fingertips. Pictures, specifications and prices make the line easy to order.

And don't forget the three star features of Risdon-Remo service.

★ Immediate Shipments
★ Complete Dealer Coverage
★ A Pin for Every Need

THE RISDON MANUFACTURING CO.

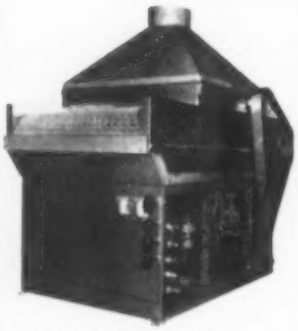
RISDON

NAUGATUCK, CONN. RI-2

PENETRO PROCESS

JET-ACTION CLEANING

NEWEST MOST REVOLUTIONARY MACHINE In Drycleaning History!



5' high—4' wide—6' long

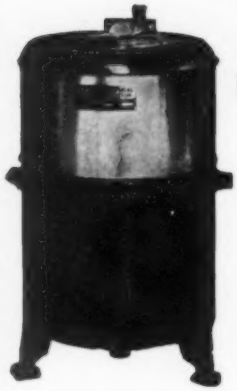
Names of leading cleaners using the PENETRO PROCESS furnished on request.

- Processes every type garment
- Increases pass-ups by at least 50%
- Reduces wet-cleans at least 75%
- Eliminates at least 50% of all spotting
- Eliminates do-overs due to "rings," etc.
- Eliminates redeposition of soil
- Doubles cleaning room capacity
- Increases production in all departments
- Speeds up service to customers
- Reduces customer complaints

Write for Free descriptive booklet

M. BLAU MANUFACTURING COMPANY

Box 269 Altamonte Springs, Fla.



BOCK EXTRACTORS

The most efficient time and money saving Extractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

BOCK LAUNDRY MACHINE CO.

TOLEDO, OHIO

NORTH EAST

Arthur Fetter has been given a permit to build an addition to his drycleaning plant at 143 Kurtz Ave., York, Pa.

The remodeled and enlarged plant of Westminster Cleaners and Dyers has been opened at Roselle, N. J., by Albert, Milton and Seymour Goldberg.

Equipment has been added at R. J. Freeman Cleaners, 5214 McCorkle Ave., S. E., Charleston, W. Va.

The fictitious name of Johnson's Odorless Cleaners, 1014 Amity St., Homestead, Pa., and 305 W. Eighth Ave., West Homestead, has been filed by Lawrence R. Shivetts.

Brunswick (Me.) Cleaners and Dyers, 15 Town Hall Pl., owned by Emile E. Bouchard, has opened a pickup station on Bath Rd., opposite the Brunswick Naval Air Station.

A drycleaning business has been opened in the Bongiovanni Bldg., Tarentum, Pa., by Mr. and Mrs. H. Allen Reid.

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A new drycleaning plant has been opened on Delmar Rd., Salisbury, Md., by Elite Laundry and Dry Cleaners, Inc., of Delmar and Salisbury. Luther Mitchell, president of the firm, has announced the appointment of George Disharoon as manager.

The plant and downtown call office of Lanton the Tailor, Welch, W. Va., have been remodeled.

Brunswick Dry Cleaners, Uniontown, Pa., has opened a branch on Main St., Latrobe. Owners of the firm are Harry and Herbert Greenspan.

Mar-Vel Dry Cleaners has moved to a new location at 18 Lowell St., Peabody, Mass.

Rick's Cleaners & Dyers has leased a store in the building at 404-13 Linden St., Scranton, Pa.

Samuel Nelson and Harry Diamond, co-owners of Swift Cleaners, Elizabeth, N. J., have moved to a new plant at 361 Morris Ave. and installed new equipment. A fur storage vault is planned.

A new cleaning unit has been installed by American Cleaners, Huntington, W. Va.

New finishing equipment has been added at Avil's Cleaners & Launderers, 362 W. Lancaster Ave., Wayne, Pa.

A drive-in cleaning plant has been opened by Sidney Greenberg at Middle and Federal Sts., Portland, Me.

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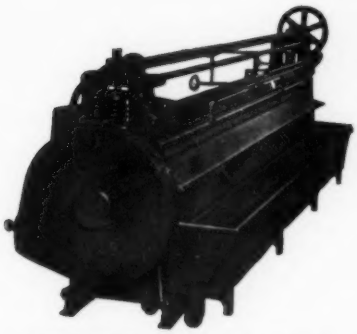

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Damage estimated at $35,000 destroyed George's Dry Cleaners, Milton, W. Va., owned by George Alexander.

A new building is under construction for La Rue Dry Cleaners at Broad Ave. and Grand St., Susquehanna, Pa.

The City Cleaners and Dyers branch at 84 Pleasant St., Portsmouth, N. H., has been moved to 242 State St.

The new owner of One Day Cleaners, 124 Burrows St., Oakland, Pa., is Julia D. Wolfe.

Charles Kreitz has opened C. and B. Cleaners in the Harman Shopping Center, Grafton, W. Va.

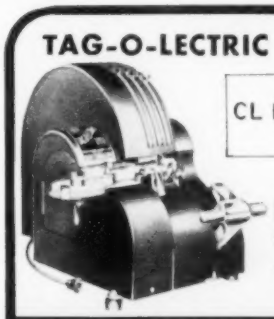
The business name of Patty Ann Dry Cleaners, Tarentum, Pa., has been filed by Joseph F. Gloz.

New equipment has been added at Scientific Cleaners, Huntington, W. Va.

Homes Cleaners, E. Main St., Brookville, Pa., has opened a branch on Main St. The business is operated by Maurice Kaminsky.

Fire which destroyed the D'Ambrosio Dry Cleaning Co., 659 W. 18th St., Erie Pa., caused damage estimated at $12,000.

TAG-O-LECTRIC



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OBITUARIES

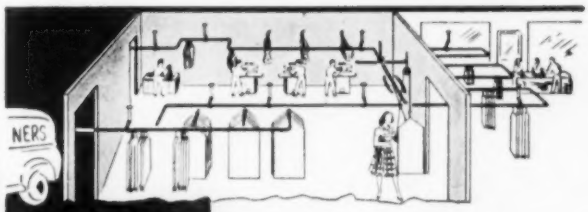
Wallace P. Berry, 75, operator for 50 years of Berry's Cleaners and Dyers, Augusta, Maine, died recently. He was a member of F. & A. M., Knights Templar, Kora Temple Chanters, the Abnaki Club, and a 32nd degree Mason. He had served four years as a member of the Augusta city council and as chairman of the board of aldermen. He is survived by a son, three daughters and six grandchildren.

Umbert A. Coffi, 45, proprietor of Coffi Cleaners, Stockton, California, died suddenly. He is survived by his widow, two sons, a sister and two brothers.

Foster Coppess, 42, owner of Miami Cleaners, Troy, Ohio, died April 19 of a heart ailment. He was a member of F. & A. M., Eagle and Moose. He is survived by his wife, his parents, a daughter, three brothers and three sisters.

Irwin J. Greenwald, 44, owner of Greenwald Dry Cleaners, Cleveland, Ohio, died April 8. He was a trustee of the Jewish Welfare Federation. Surviving are his wife, a son, two daughters and his mother.

Orville D. Morse, 64, pioneer drycleaner of Kansas City, Missouri, died recently. He founded Bon Ton Cleaners



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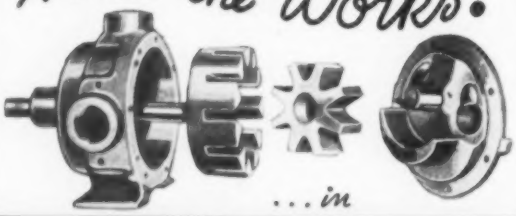

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in 1915 and later operated several plants in the area until his retirement in 1946. He is survived by his wife, a daughter, four brothers and three sisters.

Charles R. Ross, 39, operator with his brother of a drycleaning establishment in Burlington, Kansas, died recently as a result of an automobile accident. He was a member of the Masons, Lions and the Kansas National Guard. He is survived by his parents, his widow, six children, three sisters and three brothers.

Bernard Arnold Stack, 70, owner of Franco-American Cleaners and Dyers, Norfolk, Virginia, until his retirement several years ago, died recently. Surviving are six sisters and two brothers.

Charles W. Tripp, 53, partner in a drycleaning establishment in Chicago, Illinois, died recently. He was chairman of Selective Service Board 80, a member of the American Legion and Knights of Columbus. He is survived by his widow and two daughters.

Thaddeus C. Turner, 32, operator of a drycleaning business in Columbus, Ohio, died April 17 of injuries received in an automobile accident. He was a veteran of World War II. Surviving are his widow, two brothers, a sister and his grandmother.

Fritz Winter, 50, owner of Winter's Dry Cleaners, Wichita, Kansas, died April 18 after a brief illness. He is survived by his widow, a stepson, a stepdaughter, three brothers, a sister and three grandchildren.

MEETINGS SCHEDULED

June 5 and 6—Oregon State Dry Cleaners Association, Annual Convention, Gearhart Hotel, Gearhart.

June 18, 19 and 20—Eastern Canadian Laundry and Dry Cleaners' Association, Annual Convention, Muskoka Beach Inn, Muskoka, Ontario.

August 14, 15 and 16—NID Alumni Society, Back Home Day, Hotel Shoreham, Washington, D. C.

August 22, 23 and 24—Virginia Association of Launderers and Cleaners, Annual Convention, Roanoke Hotel, Roanoke.

September 20, 21 and 22—Dry Cleaners Institute **(Ontario),** Annual Convention, Royal York Hotel, Toronto, Canada.

September 24, 25 and 26—Pennsylvania Association of Dyers and Cleaners, Annual Convention, Bellevue Stratford Hotel, Philadelphia.

October 9, 10 and 11—American Institute of Laundering, Annual Convention and Exhibit, Shrine Convention Hall, Los Angeles, California.

October 16 and 17—Idaho Laundry and Dry Cleaners Association, Annual Convention, Bannock Hotel, Pocatello.

November 6, 7 and 8—Ohio State Association of Cleaners and Dyers, Annual Convention, Biltmore Hotel, Dayton.

November 27, 28 and 29—Illinois State Cleaners and Dyers Association, Annual Convention, Leland Hotel, Springfield.

December 4, 5 and 6—Indiana Drycleaning and Laundry Institute, Annual Convention, Claypool Hotel, Indianapolis.

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LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE? RICHARD J. MULLER**—Lic. Broker, 89-16 184th St., Jamaica, 3, N. Y. Tel.: REpublic 9-3016. 1451-2

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 4648-2

BUYERS WAITING for your CLEANING PLANTS, STORES and FUR STORAGE; also responsible tenants for **VACANT STORES,** suitable for retail cleaning plants. **FRANK DEUTSCHER,** 16 Court St., Brooklyn 1, N. Y. 5464-2

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For Sale—Cash $35,000—U. S. Hoffman Economy Petroleum unit. Three combination, one wool, three hot heads Model X presses. 15 H.P. natural gas-fired boiler. All bought new April 1947. 150 x 150' lot, building concrete blocks, 30 x 70'. 3 trucks. Population 10,000. ADDRESS: Box 5261, NATIONAL CLEANER & DYER. -2

Modern, well-equipped dyeing, cleaning and laundry. Mostly new equipment. $87,000 to replace equipment. Four good trucks extra. Doing over $125,000 annually. ⅓ down. Any reasonable lease desired. Equipped to do $5,000 per week. City of over 500,000 population. Can be bought for $75,000. **ADDRESS:** Box 5346, **NATIONAL CLEANER & DYER.** -2

SOUTHERN ILLINOIS DRYCLEANING PLANT. Established over 30 years and doing wonderful business. Most modern equipment in excellent condition. Price $12,000. Building can also be purchased or long-time lease. Located near fishing, hunting and industrial area. Owner retiring because of health. **ADDRESS:** Box 5374, **NATIONAL CLEANER & DYER.** -2

IMMEDIATE INCOME—UNUSUAL OPPORTUNITY, paying business, perfect for couple. Come see for yourself. Terms. Griffin Dry Cleaners, 601 Smith Ave., Thomasville, Georgia. 5420-2

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SOLVENT PLANT—ALL RETAIL. Twenty-five miles from San Francisco. Established 10 years. Most modern equipment. Over $50,000 volume per year. Best prices. Modern building with two-bedroom home next door. Price $55,000. **ADDRESS:** Box 5448, **NATIONAL CLEANER & DYER.** -2

FOR SALE—Active wholesale garment dyehouse. Yearly gross $15,000–$20,000. Location, Boston. ADDRESS: Box 5449, NATIONAL CLEANER & DYER. -2

Complete solvent plant, motor-driven. Old well-established business in Southwest in county seat, 20,000 population. One-story concrete building, located in large copper mining town. Golden opportunity for man and wife. Owner is getting old and wishes to retire. Cash-and-carry prices $1.25, delivery $1.50. We do no soliciting. 90% of business cash-and-carry. Yearly volume $18,000 and can be doubled. Wonderful climate in second fastest growing state in nation. **ADDRESS:** Box 5443, **NATIONAL CLEANER & DYER.** -2

Modern drive-in plant in Minnesota, city of 350,000 population. Only plant in suburban shopping center. Volume $150,000. All retail. Three trucks, two 6A Prosperity units and one reclaimer. All equipment in perfect condition. 5,000-garment-capacity cold storage vault. Long lease or consider sale of real estate. Buyer must have at least $40,000 cash. ADDRESS: Box 5472, NATIONAL CLEANER & DYER. -2

SANITONE modern drycleaning plant, fully equipped, trucks, 2 stores, near Boston, Mass. Long established. Reason for selling, other interests. Further information write: Box 5488, **NATIONAL CLEANER & DYER.** -2

Thriving wholesale-retail cleaning establishment (11 outlets), including equipment and real estate. Gross income $175,000 per year. For particulars write: Capitol Homes, 1740 Union St., Schenectady, N. Y. 5489-2

Well-established solvent plant in the heart of a large Michigan city. Gross over $100,000 yearly. Almost all new machinery. Illness forces owner to retire. Best offer takes it. Worth investigating. **ADDRESS:** Box 5490, **NATIONAL CLEANER & DYER.** -2

Solvent plant for sale, $5,500 only. Right man should double volume quickly. A good buy, in a good town. Write: Mrs. G. H. Brenneman, Box 334, Iowa City, Iowa. 5491-2

TAKE OFF YOUR COAT—GO TO WORK—Paying business, wonderful reputation, volume, expansion up to you. 140 solvent plant, Michigan, 6 years old, equipment bought new, 2 presses, topper, spotting board, sleever, puffs, Flexform, Suzie-Q, 2 tumblers, washer, extractor, 12 H.P. boiler, automatic controls, stoker, return system, boiler room separate, building cement block, separate motors. Only cleaner, top prices, industrial and farmers' trading center. Sell business, rent buildings or sell all plus home. Once-in-a-lifetime opportunity. Doctor says dryer climate. Terms. **ADDRESS:** Box 5504, **NATIONAL CLEANER & DYER.** -2

Complete solvent drycleaning plant—wholesale and retail. $150,000 volume last year. $73,000 includes real estate and equipment. Cleveland, Ohio. **ADDRESS:** Box 5505, **NATIONAL CLEANER & DYER.** -2

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PROFIT-MAKING NEW PLANT netting over $300 per week—steadily increasing. Compact, efficient set-up. Cost $28,000. Due to illness will sell or take partner. Located Albany, N. Y. 5517-2

SMALL CLEANING BUSINESS just right for man and wife team. Low rent. Good equipment. Located on main street of small town. Priced reasonably. **RODRICK DRY CLEANERS,** Pullman, Washington. 5518-2

For Sale—Solvent plant in So. California. Property included. For details write: Modern Cleaners, 1730 E. 20th St., Long Beach 6, Calif. 5471-2

Drycleaning-Laundry—1952 sales $72,000. Well-established, almost new equipment, present sales $6,000 a month. Three-story brick building, 30 x 110'; also one two-story brick building 29 x 90'; 5-room house; county seat; no similar competition; business and property $55,000. Terms. Address: Box 5522, **NATIONAL CLEANER & DYER.** -2

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Silk Spotter, Hubbard graduate in drycleaning, spotting and wet-cleaning, knowledge of latest processing and skill to produce quality work. Salary $85 per week to start. Julius C. Moore, 497 Perry St., Apt. 5, Buffalo, N. Y. 5477-5

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Drycleaner and spotter wants position in quality plant. Can instruct new employees, produce quality work and keep production cost at a minimum, with 26 years' experience of work and management in the drycleaning business. Prefer Southern California. **ADDRESS:** Box 5511, **NATIONAL CLEANER & DYER.** -5

DRYCLEANING ASSISTANT—Recent graduate general and management courses of NID; also 15 years' managing own retail and manufacturing **FUR BUSINESS,** supervising 15 employees at one time, available for supervisory or other work in foreign country or in United States. Age 44, widower, good health. Hyman Arnold, 1230 New Hampshire Ave., Washington 6, D. C. Di 7-8359. 5519-5

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Tailor or tailor-presser to take complete charge of alterations and repairs in modern cleaning plant in upstate New York. This is a steady job for a good steady worker. **ADDRESS:** Box 5305, **NATIONAL CLEANER & DYER.** -7

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WORKING FOREMAN for finishing department of an expanding plant to take charge of training new personnel and setting up work flow. A rare opportunity with a progressive cleaner for anyone looking for a future. Edwards Cleaners, Portsmouth, Ohio. 5457-7

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SUPERINTENDENT for large drycleaning plant in the Southwest. Qualifications: Age 32-42, married, high school or college background, N.I.D. graduate preferred. Practical experience at least 5 years. Must understand all phases of operation. Starting salary $6,000 per year. This is not an easy job, but offers a splendid opportunity for the right man. **ADDRESS:** Box 5521, **NATIONAL CLEANER & DYER.** -7

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Salesman with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Go in business for yourself—if you have some knowledge of drycleaning with sales or executive ability we have a proposition which will appeal to the most critical. Introducing—the revolutionary **LUSTERWAY DRYCLEANING METHOD,** which we franchise to the better cleaners. You must be able to stock merchandise, do your own billing, and be able to finance yourself. The earnings will depend entirely on your ability and effort put forth. Leading manufacturers' equipment is also available to our representatives, we finance term deals. A large number of leading drycleaning plants throughout the country are now using this method. Communicate with McCleary Associates, 448 No. Second St., Memphis, Tenn. 5388-14

DISTRIBUTORS—JOBBERS for wire garment hangers. Exclusive territories still available. **DIAMOND WIRE HANGER CO., CLAIRTON, PA.,** Manufacturers of Wire Coat Hangers. 5469-14

Salesman wanted with experience in drycleaning machinery. Several desirable states available. Write: Gross Machinery Company, Buffalo 14, N. Y. 5499-14

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LEARN TAILORING, REPAIRING, DESIGNING and CUTTING on Men's & Women's Garments. (3 Separate Books.) Free booklets describing these three books sent on request. Resident Courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Illinois. 5365-15

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REBUILT TO WEAR WITHOUT REPAIR. Complete drycleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalogue or visit us. **IMPERIAL LAUNDRY MACHINERY CO.,** 121 Greenpoint Ave., Brooklyn 22, N. Y., Tel.: EV-9-6585. 5199-4

For drycleaning-laundry machinery try **KEEL COMPANY,** 7230 N. Western Avenue, Chicago 45, Illinois. 1463-4

NEW SAN-I-SYSTEM synthetic drycleaning machines. Complete factory service and standard warranty. Finance terms arranged. **CLEANERS SERVICE COMPANY,** 314 W. Main Street, Belding, Michigan. 4566-4

Prosperity 6A fully automatic synthetic unit, used less than 2 years. Can be seen in operation. Priced reasonably; can arrange terms. Trade-ins accepted. **IMPERIAL LAUNDRY MACHINERY CO.,** 121 Greenpoint Ave., Brooklyn 22, N. Y. Ev-9-6585. 5200-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 5201-4

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DRYCLEANING WASHERS: — BELT-DRIVEN, METAL SHELL AND WOODEN CYLINDERS, IN GOOD OPERATING CONDITION; 36 x 48" VORCLONE; 36 x 54" VORCLONE, 42 x 54" GROSS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 5290-4

LIQUIDATION SALE OF ENTIRE DRYCLEANING PLANT, ALL MACHINERY A1 CONDITION; 54 x 70" HOFFMAN BALLOON DRYCLEANING WASHERS; 48" and 60" AMICO OPEN-TOP EXTRACTORS; 5000 and 8000 GALLON FILTERS, MOTOR DRIVEN PUMPS, TRAPS, ETC. ALSO SMALLER WASHERS, EXTRACTORS AND FILTERS AVAILABLE. VERY REASONABLY PRICED. WRITE, WIRE OR 'PHONE FOR FULL DETAILS. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-16 22nd STREET, LONG ISLAND CITY 1, NEW YORK. STILLWELL 6-6666. 5378-4

IMPERIAL LAUNDRY MACHINERY CO., INC., 121 Greenpoint Ave., Brooklyn, N. Y. Ev 9-6585, are selling for owners of **PENN CLEANERS,** 207 W. 38th St., New York City—Prosperity laundry and drycleaning units; Prosperity 60 lb. automatic washer; 2 Mercury 140F cleaning units, 2 years old; tumblers; miscellaneous items. Also available synthetic and petroleum cleaning units; 2-girl shirt units; 5 H.P. Ingersoll-Rand compressor; 10 H.P. packaged boiler. Building must be vacated immediately. Write or telephone for inspection and details. 5417-4

TRIPLEX OUTFIT—later model type. $150. G. H. Brenneman, Kalona, Iowa. 5492-4

STEAM RUFFLE CURTAIN IRONER—GOOD CONDITION. NO REASONABLE OFFER REFUSED. WORTH $100. MRS. JOSEPH PALLMAN, BRAINERD RD., BRANFORD, CONN. 5493-4

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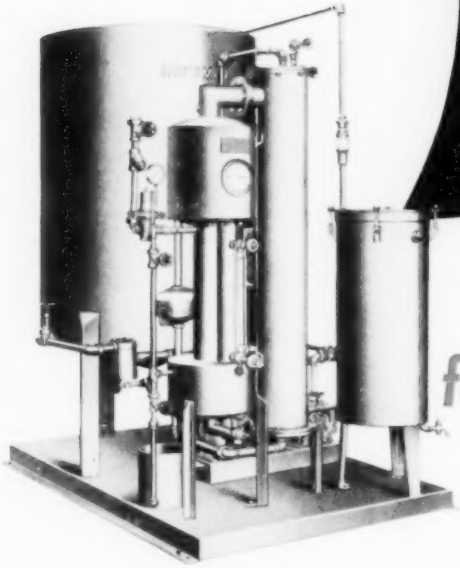

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